

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 1, No. 24

Copyright 1925 by  
Automotive Daily News Publishing Corporation

NEW YORK, WEDNESDAY, SEPTEMBER 30, 1925

Application for entry as second class matter  
is pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

## General Motors Announces New Light Six

### NEW HAVOLINE OIL DISTRIBUTION POLICY SUCCESS

**Exclusive Contracts Strike Right Chord, Declare Officials**

**NEW YORK, Sept. 29.**—The success of a new sales policy—a policy said to be revolutionary in the oil industry—a namely that of granting exclusive territorial sales rights to local oil companies and jobbers on long time contract, was announced today by A. H. White, assistant sales manager of the Indian Refining Company, in charge of advertising, who arrived here today from the home office, Lawrenceville, Ill.

On July 1, the Indian Refining Company made known that, with the exception of the five states adjoining the refinery, they would no longer market Havoline oil directly. This meant closing of Indian Refining Company stations in Buffalo, Washington, D. C., New York, Utica, Baltimore, Lynchburg, Memphis, Nashville, Syracuse, Binghamton, San Francisco, Los Angeles and a number of other points, and the securing of distribution contracts with local oil companies.

**In the short span of less than two months, the Indian Refining Company has disposed of its plants, in all the territory outside of the five states, and has signed up some of the largest of local oil distributors in the country.**

Among the larger local oil companies which have signed up with the Indian Refining Company for local distribution of Havoline are Sherwood Petroleum Company, Inc.; Bush Terminal Building, Brooklyn, who will distribute Havoline in Greater New York; Security Oil Company, Baltimore, Md.; Hy-Grade Oil Company, Buffalo, N. Y.; Liberty Bell Oil Company, St. Louis, Mo.; Autocraft Sales Corporation, Schenectady, N. Y.; Peerless Oil Company, Scranton, Pa.; 600 Gas Stations, Inc., Jamestown, N. Y.; Victor Oil Company, Camden, N. J.; Oakaline Oil Company, Hammondton, N. J.; Winchester Gas and Oil Company, Winchester, Va.; 555 Oil Company, Little Rock, Ark.; General Oil Company, Birmingham, Ala.; Ozark Motor and Supply Company, Springfield, Mo.; Laurel Petroleum Company, San Antonio, Tex., and a number of others.

This has been achieved, according to Mr. White, through the offering of Havoline, a nationally advertised oil for exclusive sale on long-time contract, in territory controlled by a local company and jobbers. Where it differs from any other policy is that the distributor is absolutely guaranteed exclusive protection for a number of years.

Mr. White declares this guarantee kills the possibility of the

A. H. WHITE, assistant sales manager of Indian Refining Company, who declares new Havoline Oil sales policy has proved successful.



### FOKKER LEADING FORD AIR DERBY

### Fifteen Planes Take Off And Flying Dutchman Outpaces Them All

**Cleveland, Sept. 29.**—Although speed records are sought in the Ford Aeriel Derby, Anthony H. G. Fokker, the Flying Dutchman, outpaced the aviating tourists on the first two legs of the journey. At the start of the first leg in Detroit Fokker started second and on the second leg to Chicago he took off ninth, but in both instances he was the first to destination and first on the ground.

At the Ford airport yesterday Henry Ford played host to a crowd estimated at 45,000 spectators at the first annual aeronautical exposition.

Fifteen giant planes took off on the first leg of the 1,900-mile flight in the commercial reliability tour for the trophy offered by Edsel Ford. The flight takes them as far west as Kansas City to return to Dearborn early next Saturday morning. The first plane up was No. 6, a travel air, piloted by E. K. Campbell and carrying S. A. McGinnis and W. E. Mueller. Edsel Ford raised and lowered the checkered flag that started the ships on their way. The aviation field was a sea of mud, owing to the heavy rains of Saturday and Sunday, but the ships rose without

### AKRON PLANT OF KELLY TIRE TO BE CLOSED

### Production Will Be Concentrated at Cumberland Factory

**A KRON, O., Sept. 29.**—Lewis Miller, general superintendent of the Kelly-Springfield Tire Company, announced yesterday that the Akron factory will be permanently closed within a week, the plant dismantled and the property put on the market for sale.

He said the company had decided to concentrate its production at the new factory in Cumberland, Md., erected since the close of the war.

The Akron plant has produced as high as 3,500 tires daily. When running at capacity it has employed 600 men. Miller said some of the men planned to move to Cumberland.

When the Cumberland plant was opened a few years ago the Akron plant was closed and at that time it was announced that the local plant would be discontinued. Later the Akron plant was reopened and the report gained circulation that the Cumberland venture was not successful because of the labor market, experienced workers not being available.

Miller explained the situation Monday, saying that the company officials had decided to concentrate in Cumberland, feeling it the wisest move in order to have production in one place.

mishap and started West, one after another.

Fokker and E. P. Lott piloted the next plane to rise, Fokker F-17, powered with three engines, and the largest plane entered in the tour. The others followed in quick succession.

When the commercial planes had left and the Ford planes had started their regular runs to Chicago and Cleveland, army aviators from Selfridge Field thrilled the crowd with stunt and formation flying.

The exhibit tent, where products of manufacturers and airplane parts and accessories were to have been exhibited, was located at a low-flying portion of the field, and enough water drained into it to make it impossible to use it. Men were at work with cinders and sand, and it is hoped that the space will be accessible to the public inside of twenty-four hours.

### Closed Cars Lead in G.M. August Sales

**New York, Sept. 30.**—In August 63 per cent. of all cars sold by General Motors were closed cars, compared with 40 per cent. in August, 1924, 30 per cent. in 1923, and 31 per cent. in 1922. The percentages by months for the past three years follows:

	1925	1924	1923	1922	Per Cent.
January	47	42	31	29	
February	54	58	25	29	
March	60	38	36	25	
April	61	42	49	22	
					Percentage for year
					43
					37
					28

### To Be Made in Oakland Plant; Expect to Build 60,000 Cars First Year

Special to the Automotive Daily News

**PONTIAC, Mich., Sept. 29.**—Announcement was made here yesterday by officials of the General Motors Corporation that they intend introducing a new light six-passenger car into the automotive industry and that active manufacturing and production will begin here some time in December.

The name and exact specifications of the new car will remain a secret until shortly before the New York Automobile Show in January, when it will be officially christened and the details revealed.

The new car will be known as a companion car to the Oakland, and will be manufactured in the present Oakland plant in this city, in conjunction with the Oakland itself. Definite announcement of the prices has been withheld by the General Motors Corporation, but it is generally understood in automotive circles that it will rest somewhere between the Oldsmobile and Chevrolet, thus giving the General Motors complete coverage of all price ranges between the Chevrolet and the Cadillac.

"We expect to build 60,000 cars the first year," stated General Manager Alfred R. Glancy of the Oakland today. "This in itself will constitute a new record in the automotive industry, for never before in all the history of this great industry has a new car been marketed the first twelve months on so gigantic a scale."

Present Oakland dealers throughout the country will be given the franchise of the new sister car in addition to their present automobile.

It had been the intention of the General Motors Corporation to make this announcement at an earlier date this fall, but the demand for the Oakland car has continued at such an unprecedented rate the new venture was delayed to allow the Oakland factory to pick up some of the lost ground they experienced in attempting to keep pace with the flood of orders.

Work has been under way quietly for some time at the Oakland plant to make room and shape manufacturing facilities for the huge addition which the new car means. More than \$3,000,000 will be invested here in Pontiac immediately for machinery, new equipment and the necessary adjuncts to permit production of an entirely new car on so huge a scale.

"We will need 2,000 more men," stated General Manager Glancy of the Oakland, "just to meet the first schedule which we have in mind."

The increased popularity of the Oakland, and the additional work which it has entailed, has set us back slightly, but we are beginning to see the light of day and can definitely assure the public that the General Motors newest automobile will be in small scale production in the middle of December. Shortly after the first of the year this will be steadily stepped up until we

### Low Gas Rates Banish Coupons

**Minneapolis, Minn., Sept. 29.**—As a result of Standard Oil Company slashes of gasoline prices to 17.2 and 20.2 cents a gallon, six independent oil companies today discontinued sale of coupon books giving 10 per cent. reduction to gasoline users. Standard Oil had opposed the books in Minneapolis. Companies discontinuing book sales are the Cities Service, John Hancock Oil Company, Midwest, White Eagle, Refining Crescent and Kunz Oil Companies.

### FORD PRODUCTION AGAIN NORMAL ON NEW CARS

**Detroit, Sept. 29.**—Ford production is rapidly reaching normal again after delays incident to bringing out the new models. Output last week averaged 6,800 cars a day, of which 1,500 were trucks.

### WEBBER PLANT DESTROYED

**Danville, Ill., Sept. 29.**—Fire destroyed the plant of the F. C. Webber Manufacturing Company at Hooperston, near here, yesterday, with a loss of \$50,000. The company will rebuild at once.

(Continued on Page 2)

## GERMAN DUTIES HIT U. S. AUTOS

**Higher Rates Will Be Eased by Abolition of Import License**

Special A. D. N., Washington Bureau

**WASHINGTON, Sept. 29.**—Account must be taken of the prospective concurrent abolition of the system of import licensing in considering the probable effect of the new German tariff law upon American automotive products, it was explained today by Henry L. Deimel, Jr., assistant chief of the division of foreign tariffs of the Department of Commerce.

For any particular line of goods shipped to Germany the effect may be an increase of duty coincident with termination of the import license requirement, or discontinuance of the license requirement without change in duty; or a mere increase in duty, if the article is already license free; or no change at all. The two groups of exceptions are a few goods on which the duties are reduced, and a few more on which the import license requirement is to be continued. These exceptions, on the whole, are not expected to be of great importance.

In general the products of the automotive industry will meet with many increases in import duties, in important instances to a level far above the already high rates. This drawback will be mitigated by the abolition of the import license restriction, which has been severe in this line.

Somewhat of an innovation is to be seen in the new rates for automobiles and trucks; these begin at 250 marks per 100 kilos, for those weighing 2,200 kilos or less each, with lower rates for heavier machines, and are scheduled to be decreased every six months, beginning July 1, 1926, until the final rate of 75 marks for the lighter machines is reached on July 1, 1928. Similarly the duty on motorcycles is to decrease from the initial rate of 350 marks per 100 kilos on October 1, by the same semi-annual steps down to 160 marks. These final levels average about twice the pre-war automobile rates.

Tractors, power plows, etc., are also given a schedule of descending rates from 80 to 35 marks per 100 kilos for those weighing 2,500 kilos or less each, and from 60 to 30 marks for heavier machines.

Internal combustion motors for automobiles, trucks, motorcycles, tractors, etc., which are within specified weight limits graded according to the number of cylinders, will be subject to the considerably increased rates of 200 marks per 100 kilos until June 30, 1927, and thereafter of 150 marks. Heavier motors will remain subject to the present much lower rates.

Automobiles imported in unassembled form have been and will continue to be dutiable at the rates applicable to the finished vehicle. A new rule is introduced, however, by which parts separately imported but recognizable as intended for the construction of motor vehicles (including such parts as frames, radiators, steering, brake and differential gear) are also to be subject to the highest rates applicable to the finished cars. For the parts affected by this rule the result will be a considerable increase in duty, since these, like typewriter parts, have previously been dutiable according to their composition.

For manufacturers of rubber tires and tubes there will only be the end of the license restriction—except for solid tires with metal rims permanently attached, on which the duty is to be doubled.

## New Light Six Passenger Car Announced by G. M.

(Continued from Page 1)  
reach the maximum necessary to carry us through to the 60,000 goal we are going to reach the first twelve months."

Approximately fifteen million dollars has been expended by the General Motors in experimental work and early trials and in subsidiary companies to make possible the complete stage of development which will mark the very introduction of the new car.

### Pays Tribute to Owens's Regime

Special A. D. N., Washington Bureau  
**Washington, Sept. 29.**—The administration of Percy Owens has been one of outstanding accomplishments."

This was the tribute of Dr. Julius Klein, director of foreign and domestic commerce of the Department of Commerce, in making the formal announcement yesterday of Mr. Owens's resignation as chief of the automotive division of the department, to become director of foreign sales for Dodge Bros., Inc.

"His direction of the commercial reporting work," Dr. Klein added, "has been attended by a distinct betterment in the character of reports submitted by foreign representatives of the United States government, and has been responsible for the initiation of a number of world marketing surveys and related services which have been of vast benefit to the industry and to the country as a whole."

Mr. Owens has been actively identified with the promotion of the good roads idea abroad, especially in Latin America, and has served as chairman of the Department of Commerce's Pan-American roads committee since its inception, in 1924. One of the most significant results which have attended these activities has been the notable increased interest manifested by American manufacturers in foreign markets.

### AMERICANS TAKING OWN AUTOS TO TOUR ABROAD

**Washington, Sept. 29.**—This season has witnessed an unprecedented increase in the number of Americans who have taken their cars with them while traveling abroad.

According to a check made by the foreign office of the American Automobile Association, approximately 1,500 automobiles were shipped abroad during the first nine months of the year by American owners who wanted to tour Europe under their own power. This was an increase of 33 1/3 per cent. over the twelve months of 1924.

One of the reasons for the increase is that several of the steamship lines are now taking cars unboxed, while heretofore it was necessary to crate the car. Great Britain led the list of European countries attracting American motor tourists, with France second and Germany third.

### MADISON MAYOR WOULD ABOLISH SPEED LAWS

**Madison, Wis., Sept. 29.**—Mayor L. Milo Kittleson of this city Saturday recommended the abolishment of speed laws for Madison.

"There is a great difference between speeding and reckless driving," declared Mayor Kittleson, in explaining his stand. "A speed of 25 and even 30 miles an hour is not reckless driving in some sections of the city. Reckless driving should be the charge on which motorists are arraigned, and the policeman's word should be taken as final."

"I can drive at twenty-five and still not be a reckless driver," said the mayor. "I think our speed laws are basically wrong."

The new car will have a Fisher body, but all specifications of the motor and all other details, including the name, will not be revealed until the official christening, just prior to the New York show.

"The Oakland and our new car will be a wonderful combination for dealers," stated General Manager Glancy. "We are writing all dealers today and giving them the facts, but like the general public, they will be in the dark as to the name and exact facts until the big day arrives."

### Plan New York Sales Congress

**New York, Sept. 29.**—One of the largest automobile dealer meetings in the history of New York dealer associations is anticipated for October 15, the date of the National Automobile Sales Congress. A committee of dealers, including Charles B. Warren, Major Harry L. Stratton and Charles Larsen, is arranging the meeting and hopes to attract distributors, factory branch managers, district representatives and zone managers, as well as all of the dealers in New York territory.

Horace Rayno and L. E. Stapeley, president and manager of the Empire State Dealers' Association, will be present and are assisting in urging dealers to attend.

Charles E. Gambill, Hupmobile distributor, Chicago, president of the National Automobile Dealers' Association; Vice-President Warren of New York, and Treasurer Fred Vesper of St. Louis will be present. It is expected that C. A. Vane, general manager of the N. A. D. A. will have recovered from his recent illness sufficiently to attend.

Harry Bragg, manager of the New York Dealers' Association, announced that the New York distributors will be hosts to the national association executives on October 14 at the Astor.

### Kissel Records European Gains

**Hartford, Wis., Sept. 29.**—Marked increase of sales in foreign countries will be noted for 1925 by the Kissel Motor Car Company of this city, according to G. A. Kissel, president, today. The principal European countries where the Kissel car has gained ground, are England, Germany, Belgium, Holland and Spain, he said. Australia and South America also were heavy buyers, Mr. Kissel added.

Indications for 1926, according to the manufacturer, are extremely hopeful, not only here but abroad.

### MURRAY BODY COMPANY SHIPS PLANT MACHINERY

**Racine, Wis., Sept. 29.**—Machinery in the plant of the H. & M. Body Company plant here, recently purchased by the Murray Body Corporation, is being dismantled and shipped to Bay City, Mich., for use in one of the Murray plants there. What disposition the Murray company will make of the plant here has not yet been announced, but it is intimated that the buildings will be used for the manufacture of bodies for busses.

### NEW GARDNER LINE SALES SHOW GAIN IN SEPTEMBER

**St. Louis, Mo., Sept. 29.**—Since the introduction of the new Gardner Eight-in-Line and Six models, this company has shown a healthy increase in business each month, according to R. E. Gardner, Jr., president of the Gardner Motor Company here. The sales for September, with orders already on the books, show an increase of 30 per cent. over August, and exceed all months since last April, he said.

## CHEVROLET HAS RAPID ADVANCE

### Ten Years Ago Yesterday That the Big Drive Began

**Flint, Mich., Sept. 29.**—It is just ten years ago today that the Chevrolet Motor Company was recapitalized and began its great advance.

Only a decade ago the population of this new automobile manufacturing center was electrified with an announcement that the Chevrolet Motor Company of Delaware had been incorporated with \$20,000,000 capital.

The announcement said that Flint would be the home of the principal manufacturing plants of the company which today has become one of the outstanding concerns in the industry.

The announcement said that an assembling plant to turn out 200 Chevrolet Four Ninety cars daily would be erected in Flint at once.

Orders for material for 60,000 cars in 1916 had been placed and plans made for 200,000 cars in 1917, according to the announcement.

### 26 CARS READY FOR MICH. 150-MILE SPEED CLASSIC

Special from A. D. N., Detroit Bureau

**Detroit, Sept. 29.**—The track at the State Fair grounds is being prepared for the second annual 150-mile road race, to be held Oct. 4 under the auspices of the Michigan Speedway Association. Twenty-six cars have already been entered, and a speedy race is promised, with entries from all over the state.

## New Havoline Oil Policy Of Distribution Success

(Continued From Page One)

marketing practice of letting the local man build up the business, only to have the national company take it away later when it builds its own stations.

At the same time with this new Indian policy, there is no gasoline contract to be considered, Mr. White said.

Instead, the Indian company encourages the distributor to have his own gasoline, and has co-operated by offering the same merchandising methods which the Indian uses to market gas in its own home territory.

The growth of the local oil company has made this new policy of Indian a success, according to Mr. White.

"There are various reasons why we inaugurate this new sales policy," said he, "and why we have met with success. First, we have guaranteed the new distributor protection in his territory. Past experiences in the oil business have caused a number of local independents to fear the large national company, because after he had built up a good trade, the national company could establish its own stations, and take the business. Through our own long-time contracts we eliminated this."

"Secondly, we have catered directly to the local oil company, and have recognized its growing importance. It has become a real factor in the merchandising of oil today, because, primarily, its roots are deep in the community which it serves, and not in some far off soil."

"Usually, the local company is operated by citizens who are well known and not by outsiders under an absentee control. Again, it is operated with the utmost economy, and not tangled up with outside overhead and expense."

"We have encouraged this pride in local companies. In two instances where the new policy

## BUS AND R. R. IN LIVELY JOUST

### Minnesota Transportation Agencies Air Difficulties

**S. PAUL, MINN., Sept. 29.**—Minnesota is centering its attention on the "Bus-Truck-Railroad triangle" in its midst and is awaiting eagerly the outcome of the series of hearings and legal controversies.

At the state railroad and warehouse commission hearing yesterday on the application of the Boulevard Transportation Company for a permit to operate lines in southern Minnesota, A. L. Pardie, assistant general passenger agent of the Omaha road, declared emphatically that railroad and motor bus transportation cannot both exist profitably in the same territory.

"Motor bus service may be convenient," he admitted, "but it is not necessary where railroads exist." He declared that Minnesota was amply provided with train service, and forecast eventual jurisdiction over interstate motor bus service by the Interstate Commerce Commission.

Truck owners lost the first battle in their offensive when Hennepin county district court yesterday upheld the state's demurrer in the test injunction suit against Secretary of State Mike Holm, to block collection of bus fees, thus giving the stamp of court approval on this phase of the new state bus law.

In the suit, John T. McCleavy of the McCleavy Transfer Company, backed by the Minnesota Truck Owners' Association, asked that the tax section be declared unconstitutional and that Holm be blocked from collecting truck taxes higher than taxes on other motor vehicles.

meant the closing of stations, affecting our men with large local following, we made it possible for these men to organize their own companies for distribution of Havoline.

J. Paul Ward, who was agent in Washington, D. C., for years, is now head of his own company there distributing Havoline. We did the same in Nashville, Tenn., where R. L. Sawyer and Edgar Camp, who has been with us for years, set up their own company, for the distribution of Havoline, after we had sold the local plant there to the Pan-American.

"As to how our distributors are satisfied with the proposition, why just before I left the refinery, I had a letter from W. W. Tillman, the vice-president and sales manager of the Ozark Motor and Supply Company, Springfield, Miss., which is typical of the feeling among them. He wrote: 'You have a splendid jobbing proposition, one which carries full protection in every sense of the word, and with us, which is still more important, one which carries a reasonable profit.'"

In commenting upon Mr. White's statement, Harold H. Sherwood, president of the Sherwood Petroleum Company, Inc., who this past week began the distribution of Havoline in Greater New York, stated:

"This new policy of the Indian is the right way to market, and I admire them for being the first to offer such opportunity to the independent distributors. The costs of direct marketing for national companies is mounting, and at the same time the local companies are growing so large that they must be reckoned with."

"I have swung my whole organization into this Havoline distribution. I have taken on several of the Indian's salesmen and tank wagon men in this territory, and am going to see to it that the Indian policy goes over here in New York."

## COOL WEATHER HASTENS SALES OF CLOSED CARS

CANTON, O., Sept. 29.—While there has been some recession in many lines closely associated with the automotive industry, the automobile market in the Canton district showed improvement last week as compared to previous like periods.

A survey of the leading auto dealers in this section indicates a stronger buying trend with money easier and fewer demanding credit, dealers reported.

Since the recent fall auto show, held in connection with the annual Stark County Fair, inquiries became more frequent and fall buying started. Cooler weather last week stimulated the auto business and no further interruption is expected.

It is said among local dealers that fully 95 per cent. of the cars being sold this fall are closed types, there being few calls for the open jobs. It is believed that with the lapse of another thirty days that the call for open cars will have ceased entirely.

Volume of business in Canton is being done on autos priced less than \$1,000, although there has been good demand for the higher priced jobs. The coupe and sedan are the most popular types at this time, dealers reported.

Absence of the new coupe and sedan is hurting business for the Ford agencies here. Dealers said this week they expected a coupe here for display and with its arrival their sales and display rooms will be overrun with interested prospective buyers, they hope.

George Monnot of the Monnot & Sacher Company, Ford dealer, said demand for the improved Ford models had exceeded expectations and that orders for as many as eight weeks in advance are being listed, with no promise of delivery.

James Schlemmer, president of the Hudson-Essex Company, said, to date, September is crowding August for sales of the Hudson and Essex cars. August was one of the biggest months in the history of the concern.

Ralph May of the R. E. May or Car Company reports improvement in business, saying that higher-priced cars are now being considered.

This concern handles the Jordan, Pierce-Arrow and the Oldsmobile.

Sales are on the increase at the Jamieson Sales Company, dealer in Chevrolet motor cars, according to Mr. Jamieson. The demand for the coupe and sedan is as brisk as in the spring.

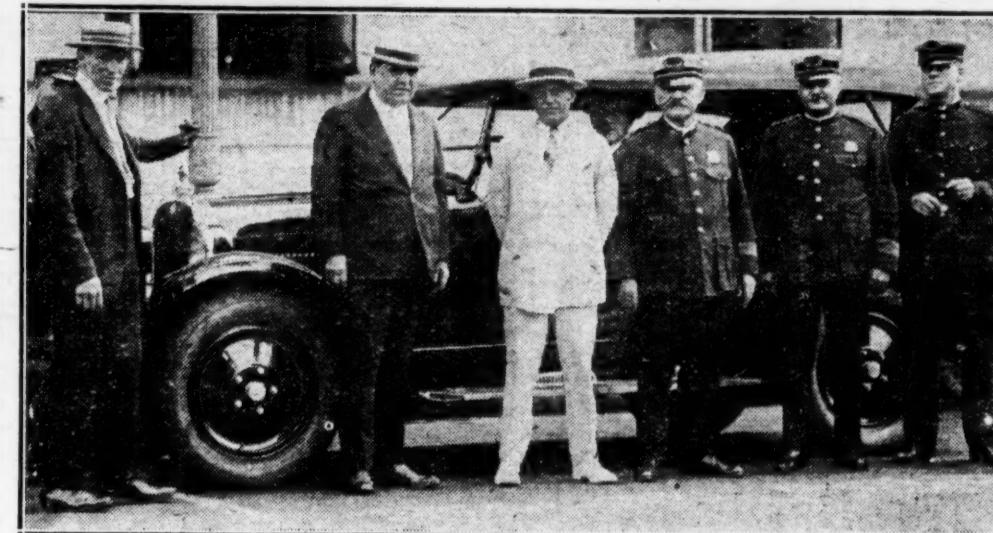
Business with the Thurman C. Smith Motor Car Company, Studebaker dealer, is reported better. This concern is selling a great number of "specials," with the closed job the preference in almost every sale, officials of the firm claim.

## New Car Sales Regain Impetus

San Antonio, Tex., Sept. 29.—The automobile sales, which took a slight drop during the month of August, have regained their impetus in and around San Antonio, and the prospects for a big year are good. Ford sales continue to lead, but it is interesting to note that many of the higher-priced cars are enjoying brisk sales.

The new Nash-built Ajax is proving popular, and many new cars are appearing on the streets. The Pierce-Arrow is enjoying a good demand, and the sales in Packards and Cadillacs continue good. Automobile men are optimistic over the fall and winter trade and predict a record-breaking season. Late rains have done much to better conditions endangered by the long dry spell.

**A NEW DODGE FOR POLICE.** Washington auto squad receives its annual present of a Dodge car from Ray Semmes (in the Palm Beach suit) of the Semmes Motor Company, Washington dealers. The Dodge predecessor of this car was used in the recovery of 641 machines in eighteen months.



Hugh Miller Photos.

## USED CAR BUYERS SHUN OPEN TYPES

Except at Madison, Wis., Where Students Seek Only Freaks

Topeka, Kan., Sept. 29.—Used cars of closed model types are being "bought." Used cars of open models are being "sold." There is a spot demand for closed cars coming from salaried and farmer classes, and business during the past week here has been about 12 per cent. better than for the same period last year.

Buyers of used cars are particular, not looking at anything but standard models less than two years old. The used car stock in Topeka at present is estimated at 700 cars, and valued at approximately \$156,000. The big dealers have seen the present state of the market coming, and have been actively engaged in making prices right, so they would move off fast. The result is that they have 35 per cent. less used car stocks on hand to carry through the fall and winter than last year.

Madison, Wis.—Used car dealers in this city are facing a peculiar problem.

There is no sale for nice, new, shiny, used cars, but dilapidated and much battered ones find an immediate market. And the more battered and decrepit they are the quicker they sell, according to C. R. Welton of the Welton Used Car Company.

When starting business here Mr. Welton imported a load of new-looking used cars. He was surprised when there were few sales, as the prices were very low. He investigated. Now he stocks up on old wrecks along with the good ones.

The reason? This is a college town, the home of the University of Wisconsin.

"I sold a 1906 Ford the other day," declared Mr. Welton, "and the fellow that bought it was dissatisfied because I didn't have an older one. The students paint them all colors of the rainbow, rivet cupidons on the fenders, tack signs all over them and reconstruct them generally."

The student's influence on the accessory market has also been felt, according to local accessory dealers.

"We had to scurry around recently trying to get hold of some of the old, hand-operated, bulb-type auto horns," declared L. F. Schoelkopf of the Schoelkopf Supply Company. "These squeeze-horns became a fad of the students, and we had dozens of requests for them."

### SERVICE MANAGER NAMED

Flint, Mich., Sept. 29.—Joseph R. Dick has been appointed service manager of the Flint Motor Company by R. H. Mulch, vice-president and general manager.

## CHICAGO FINANCE CO. SIGNS \$500,000 LEASE

Chicago, Sept. 29.—The National Bond and Mortgage Company, handling the bulk of the Ford automobile financing in the Middle West, as well as bonds, mortgages and investments, has just leased the entire second floor of the Burnham Building in this city for a term rental of \$500,000. For seventeen years the company has occupied large offices in the First National Bank Building. Melville N. Rothchild is president of the firm and John L. Little is vice-president. Possession of the new quarters will be taken on November 1.

New York, Sept. 29.—Russia is in the market for 20,000 tractors. So far this year United States has received 99 per cent. of Russia's tractor business.

## CADILLAC ANNOUNCES MANY NEW DEALERS

Detroit, Sept. 29.—The following new dealers are announced by the Cadillac Motor Car Company in the districts designated:

Atlanta, Ga., Jones Mercantile Company, Canton; Butte, Mont., Roy W. Milligan, Miles City; Detroit, Leo J. Dettling, Ann Arbor; Huntington, W. Va., Logan Buick Company, Logan; Williamson Motor Company, Williamson; Indianapolis, Ind., Wilbur Johnson Company, Kokomo; Jacksonville, Fla., F. M. Nelson, Panama City; Jersey City, N. J., Park Motor Car Company, Lyndhurst; New Orleans, La., Central Louisiana Motor Car Company, Alexandria; Ogdensburg, N. Y., Chapman Motor, Inc., Plattsburgh; Oklahoma City, Okla.,

## Used Cars Flood Alliance, O., Mart

Alliance, O., Sept. 29.—The Alliance used car market is reaching the long-heralded saturation point.

Drop in the price of several lines of cars, along with the advent of new models, has boosted new car sales for Alliance dealers. But the stimulated new car sale is overloading dealers with used cars taken in trade-ins.

A few used car sales are being reported daily, but the Alliance market is not absorbing the turnover in used cars by any means, dealers say. Some of the larger dealers with business connections in other cities are shipping their used cars to Canton, Akron and Cleveland for sale. The smaller dealer here, forced to sell his used cars lone-handed, is finding the job a difficult one.

Prices of used cars have been cut to the bone here. Dealers with cars left over from last year, especially open models, are taking a loss on them in an effort to compete with the new popular-priced cars which are in demand here.

### BUY RENTING CONCERN

Kansas City, Sept. 29.—S. P. Hinds, Sr., and son, S. P. Hinds, Jr., have purchased the IXL Drive-It Yourself Company and garage, in this city. S. P. Hinds, Jr., will be in active management of the company. Besides the "drive-it-yourself" service, the company will operate a storage garage, with a motor repair department, and handle automobile supplies.

N. B. Haney, Ada; Spurgin Motor Company, Fairfax; Peoria, Ill., Cass Motor Company, Bloomington; Phoenix, Ariz., Wirt-Carter Motor Company, Tucson; Spokane, Wash., Monnett Motor Company, Walla Walla; Syracuse, N. Y., Steuben Motor Company, Corning; Toledo, O., W. M. Lofland, Norwalk; Youngstown, O., De Forest Buick Company, Sharon, Pa.

for Economical Transportation



Chevrolet closed bodies are Fisher built of wood and steel with strength and flexibility to withstand hard driving over rough roads. This is the same body construction used on America's finest cars. Another proof of the quality which is making Chevrolet the fastest selling low-priced car

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Coach . . .	695				
Roadster . . .	525	Sedan . . .	775	Express Truck Chassis . . .	550

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

# Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by  
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.  
25 City Hall Place, New York, N. Y.  
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.  
Application for entry as second-class matter is pending at Post Office, New York, N. Y.  
O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,  
Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, SEPTEMBER 30, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.  
Harry A. Tarantino, Advertising Manager; George M. Slocum, Manager Detroit  
Bureau; General Motors Building, Detroit, Mich.; C. H. Shattuck, Western Manager;  
165 North Michigan Ave., Chicago, Ill.; Metz B. Hayes, New England Manager; Little  
Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank  
Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1927 Henry  
Building, Seattle, Wash.

Address ALL cuts, copy and advertising correspondence for New York office to  
1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.  
Telephone: Franklin 3900.

Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter  
Royson, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.  
Wetmore, Clyde Jennings.

SUBSCRIPTION RATES  
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.  
Single copies, 10 cents.  
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1925, Automotive Daily News Publishing Corporation.

## The Labor Problem

**A**NY industry is as strong as its supply of skilled labor. The service branch of the motor car industry is faced by the problem of obtaining 100,000 trained mechanics per annum to take the place of those who die, go into other fields or are otherwise lost to automotive shops. At the present time the building trades are offering such high wages to artizans that it is difficult to keep men from motor car service shops from entering some branch of building activity.

*This problem of insuring an adequate supply of trained automotive service labor is a real one which the industry must face and solve. We can trust the initiative of the industry to meet the situation, but there is need for immediate action before a serious problem becomes critical.*

A former Minneapolis man has established the first bus line in Greece. Yes, you guessed it. He conducted a restaurant in Minneapolis.

## Tax Reductions and the Surplus

**T**HREE are going to be a number of reductions in taxes made by the Congress which meets in December. A surplus of about \$300,000,000 is in sight and economic experts tell us that business conditions justify tax cuts totaling approximately \$900,000,000.

*In spite of this demands for tax reductions will be presented far in excess of the amount that can be safely lopped off. Those industries which can present the best claim to relief are most likely to get it. The automotive industry has a clear-cut case for its reduction schedule. The majority of the House is probably favorable. The Ways and Means Committee seems favorably disposed to give the industry a fair deal.*

BUT we must all remember that there are going to be other claims presented besides ours and that we must do everything between now and the time when the repeal measure comes up to emphasize the justice of our demands and the necessity for relief.

**NEW CARS SHOW JUMP IN SEATTLE.**—Headline. We've got an old one that can show some jumps, too.

You don't have to be Sherlock Holmes to detect the bus in business.

## Do Your Share

**T**HE only way that excise tax repeal can become a fact is by all of us doing our shares. Do yours now. Sign the attached coupon, embodying a brief petition to Congress for relief from this oppressive class impost. Paste a sheet of paper on the bottom and have your employees and customers sign the petition also. Then send it to The Automotive Daily News, 25 City Hall Place, New York city.

### A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

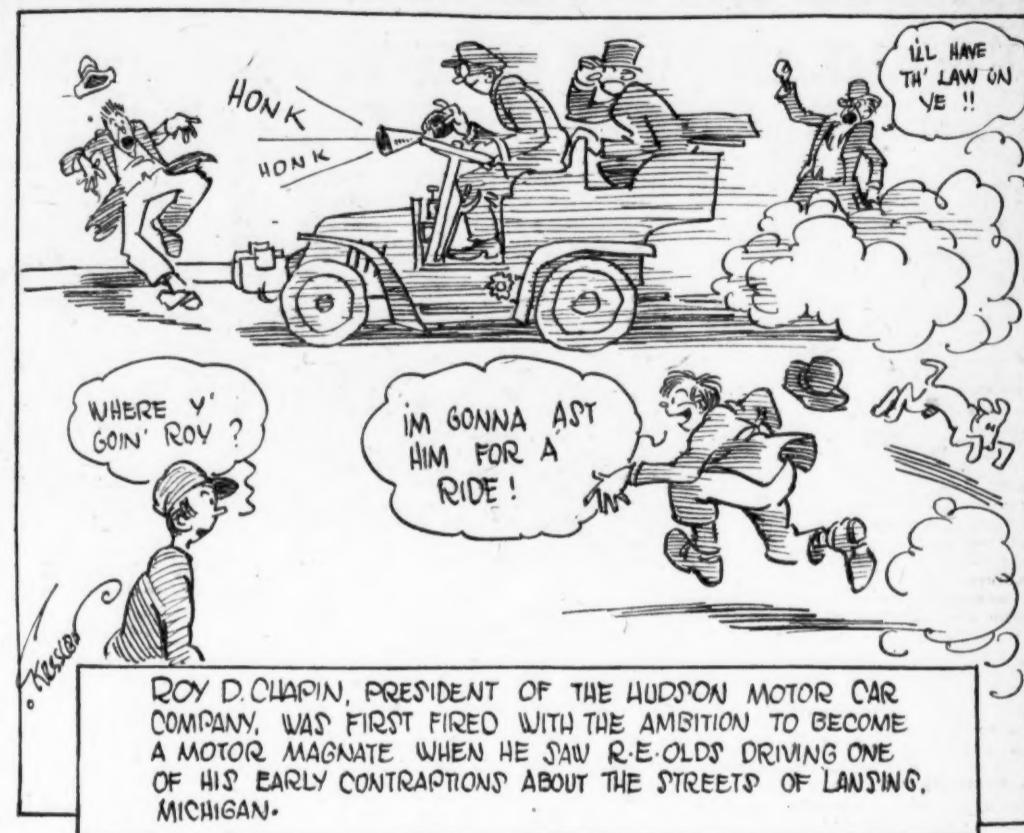
Signed.....

Address.....

## Our Own Automotive Family Album

The Boyhood Days of Our Industry's Leaders

By Kessler



ROY D. CHAPIN, PRESIDENT OF THE HUDSON MOTOR CAR COMPANY, WAS FIRST FIRED WITH THE AMBITION TO BECOME A MOTOR MAGNATE WHEN HE SAW R.E. OLDS DRIVING ONE OF HIS EARLY CONTRAPCTIONS ABOUT THE STREETS OF LANSING, MICHIGAN.

## ST. PAUL CLUB TO RENEW TAX WAR

### Resolution of 2,500 Members Cites 10 Reasons for Excise Repeal

St. Paul, Minn., Sept. 29.—The Automobile Club of St. Paul is laying plans for reopening its campaign against the excise tax on automobiles and parts by the Federal government.

Letters have been sent out notifying its 2,500 members that their assistance in the fight will be needed to impress upon members of Congress that the tax is unfair and unjust, and in effect is class legislation.

The club has unanimously adopted a resolution condemning the tax for the following reasons:

1. It is a war-time measure, designed to raise revenue for war purposes and the war has been over for seven years.
2. The excise tax on automobile parts and accessories is levying a penalty on misfortune.
3. It is in effect a discrimination against automobile owners as a class.
4. The national budget will permit elimination of the tax, and has been in such condition that it could long ago have been eliminated.
5. The tax is burdensome in that there are now too many taxes levied against motorists—in Minnesota there is a heavy state license fee and a 2-cents-a-gallon tax on gasoline.

6. The state should be the sole taxing agency so far as automobiles are concerned.
7. It is unfair to levy a tax against automobilists as a class to meet general expenses.
8. The automobile excise tax is the only tax on transportation which has not been removed.

9. The Federal government highway appropriation is not dependent on the automobile tax.
10. The automobile is not a luxury.

According to Fred W. Zollman, president of the Automobile Club of St. Paul, the local organization will join with automobile clubs throughout the nation in waging war against the tax.

Automobile, tire and accessory dealers of the city—most of whom are club members—have signified their intention of lending their aid.

## The Observer

Every one is talking about the Jordan light eight.

Only the ultimate sales records will prove the value of this particular car; but the very fact of its existence makes the industry think.

Will this lead to a flood of light eights? Will we eventually see a light eight selling for \$1,000?

History may be a guide here. Essex brought out the coach. It was offered at a price which could not be overlooked.

Essex, too, was particularly active in pushing the low-priced light six. Four-cylinder competitors argued. Some, such as Dodge, had such a good product and such a following as to hold their trade. But most companies came around to the light six.

Rickenbacker campaigned for balloon tires and four wheel brakes. Balloons are probably a permanent fixture. The public seems to be less interested in four wheel brakes. At any rate, fewer companies have adopted them.

Something, some feature, will be adopted in the next year or two, to hold public interest.

The style factor is important in motor cars, as in clothes.

Automobiles are bought not alone on the basis of transportation. There is a great mass of buyers who want the latest thing out. That is one reason why manufacturers are continually trying for something new, something better.

Which is better—an eight, or a six, or a four? It is reasonable to suggest that that depends entirely upon the car and the purpose for which it is wanted.

The chief value to the industry of the Jordan moderate priced eight is that the success of the car will be a weathervane of public taste. It is a car well worth watching.

Speaking of eights, the controversy between in-line and the vertical schools seems to have

## Cummins Wants U.S. Tax Revision

Cedar Rapids, Ia., Sept. 29.—A. B. Cummins, United States senator from Iowa, in a local speech here last night said: "One of the seven great problems to confront the next Congress is a revision of the tax system. I am in favor of a change that will relieve the burdensome taxation now on the people and feel that there will be some development which will definitely change the plan of taxation."

No definite statement regarding automotive excise taxes was obtainable, but his general attitude towards "nuisance taxes" is in favor of their repeal when a definite revenue plan is presented.

## PANAMA ASKS FOR BRIDGES ACROSS CANAL

Washington, Sept. 29.—The United States official delegation to the Pan-American Congress of Highways, scheduled for October 13 at Buenos Aires, was received by President Chiari of Panama and other high officials of the government, during their day's stay in that country.

Highway bridges across the Panama Canal, to connect parts of the republic now separated by the canal, are one of the greatest needs of Panama in developing its communication facilities, the delegation was told by officials there.

## COLUMBIA PLANS TO BUY ROAD MACHINERY

Washington, D. C., Sept. 29.—The ministry of public works at Bogota, Colombia, plans to purchase about \$120,000 worth of road-building machinery in connection with highway projects now pending.

A royal order has been published in the Canary Islands distributing a credit of 14,500,000 pesetas for the contract of labor and material for roads, Consul Raleigh A. Gibson, Teneriffe, Canary Islands, advises the Department of Commerce.

died down, as far as the general public is concerned.

Each type has met with astounding success, because each type has been turned out by plants which know the last word in high-grade manufacture.

# Financial News of the Automotive Industry

## STUDEBAKER MAY CALL PREFERRED

### Stock at 122 Near Redemption Price of 125; Little Available

New York, Sept. 29.—At 122, Studebaker preferred is selling at the highest price in its history. While there is very little stock available for trading purposes, which may account to some extent for its selling out of line with other 7 per cent. issues, the fact that it is selling so close to its redemption price of 125 suggests that, with a cash surplus larger than at any previous time, directors may retire the comparatively small issue, leaving the 1,875,000 shares of common as the sole outstanding capital liability.

Several considerations might make such action prudent, according to Dow, Jones & Co. Studebaker's cash is passing the \$20,000,000 mark.

It is figured that less than half this amount can take care of the ordinary working capital requirements, the balance being available for outside investment at a low rate, for distribution as dividends to common stockholders, or for other corporate requirements not considered as day-to-day business requirements.

There was outstanding on June 30, \$8,235,000 in preferred stock. At the redemption price of 125, it would require \$10,293,750 to retire the entire issue. Assuming that the return received on this sum averages 4%, whereas the preferred dividend payment calls for 7% on its par value, there would be a yearly saving were the preferred stock retired under present conditions of over \$150,000. Four per cent. on \$10,293,750 is \$411,750 now received, against 7% on \$8,235,000, or \$376,450 paid out.

Retirement of the preferred would also eliminate the annual sinking fund requirement, which calls for a minimum annual reserve of \$415,000. Since 1911, when the preferred was issued, Studebaker has retired \$5,265,000 of its original issue of \$13,500,000 preferred stock through the sinking fund.

## Traction Builders In Steel Market

Pittsburgh, Sept. 29.—Automobile manufacturers are still heavy buyers of steel. Some of the mills have been compelled to turn away some business because of inability to make delivery in the time asked. Farm implement manufacturers are taking substantial tonnages. Production of tractors is generally behind orders and makers are starting work on spring machinery. International Harvester and J. I. Case Threshing Machine are large buyers where quotations below 3.15 cents have appeared.

## Australia Banner Foreign Market for U. S. Autos

Washington, Sept. 29.—Australia at present is our most important foreign market for automobiles. Of its total imports from the United States in the first six months of 1925, valued at \$70,000,000, automobiles made up \$20,000,000.

In the first half of 1925, exports from the United States to the Far East were smaller and the imports larger than a year ago. Comparison follows:

	1925.	1924.
Exports f.m.u. U. S.	\$104,704,000	\$119,278,000
Imports into U. S.	\$25,883,000	\$19,283,000

Total	\$930,592,000	\$842,561,000
Exports declined	\$44,754,000	
Imports increased	\$132,605,000	
making total trade of	\$930,592,000	10

## WILLYS-OVERLAND BONDS ATTRACTIVE

### Possibility of Company Redeeming 6 1-2s Is Seen—Yield Large

New York, Sept. 29.—With earnings for the year estimated at \$17,000,000 before taxes, and \$21,000,000 cash on hand by the end of September, the Willys-Overland Company appears to be in a position where, if the management deems it advisable, it can use some of its cash in retiring bonds. The company is fortunate, says a review by Dow, Jones & Co., in having a low callable price on its 6 1/2 per cent. bonds due in 1933. These bonds were issued in 1923 in the amount of \$10,000,000, and \$2,000,000 of them were subsequently redeemed by sinking fund provisions.

#### Redeemable at 103

Willys-Overland first mortgage 6 1/2s may be redeemed on any interest date at 103 if redeemed before September 1, 1926; at 102 thereafter up to September 1, 1929; at 101 thereafter to September 1, 1932, and thereafter at 100 1/2. The sinking fund provides for retirement of \$1,000,000 bonds each year at the current redemption price.

Selling around 101 1/2, to yield about 6.20 per cent. to maturity, the 6 1/2s give a comparatively high return and are an attractive short-term loan. Few first mortgage bonds of this class can be bought at present to return 6 per cent. These bonds are secured by a first lien on assets, less current liabilities, amounting to \$63,018,335 as of December 1, 1924. This year's remarkable earnings achievement will of course add considerably to the assets behind the bonds as well as strengthen the financial structure generally.

In 1924 Willys reported a net profit of \$2,086,645 after interest and depreciation, equivalent to \$9.46 a share earned on \$22,049,500 preferred stock. At the end of the year surplus amounted to \$15,972,789.

The motor industry is having a most prosperous year and the best minds in the business are predicting a good year in 1926. According to President Willys, his company will produce 26,000 cars in October, a record figure. The main plant at Toledo covers 110 acres and eighty-six buildings with a floor space of about 6,000,000 square feet. A building program costing \$2,000,000 is under way and when completed will reduce operating costs and increase earnings.

#### FORD BUYS SATEENS

Detroit, Sept. 29.—The Ford Motor Company has bought 3,000,000 yards of sateens for delivery in October, November and December.

## Range of Listed Automotive Stocks

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Sales	High	Low	Close	Net Change
15 1/2	19	Ajax Rubber .....	2,600	11	10 1/2	10 1/2	... + 1/2
9 1/2	7 1/2	Allis-Chalmers .....	400	88	81 1/2	83	+ 1/2
54 1/2	56 1/2	Am. Bosch Magneto .....	1,800	55 1/2	51 1/2	53 1/2	+ 1/2
44 1/2	27 1/2	Briggs Mfg. Co. ....	14,000	29 1/2	27 1/2	29	+ 1/2
39 1/2	27 1/2	Chandler Motors .....	3,500	35 1/2	35 1/2	36 1/2	+ 1/2
190	183 1/2	Chrysler .....	61,500	190	175 1/2	190	+ 1/2
109 1/2	108 1/2	Chester of A. ....	1,000	106	105 1/2	106	- 1/2
31	28 1/2	Dodge Bros. pf. ....	2,600	87	86 1/2	86 1/2	+ 1/2
71 1/2	69 1/2	Dodge Bros. A. ....	8,200	29	28 1/2	28 1/2	+ 1/2
100	99 1/2	Electric Star. Batteries .....	2,600	66 1/2	65 1/2	66 1/2	+ 1/2
26 1/2	10 1/2	Fisher Body .....	32,200	100	94	98 1/2	+ 1/2
11 1/2	7 1/2	Fisk Rubber .....	19,100	26 1/2	25 1/2	26 1/2	+ 1/2
36 1/2	28 1/2	Gabriel Snubbers .....	800	33 1/2	33 1/2	34	+ 1/2
16 1/2	4 1/2	Gardner Motors .....	1,000	10 1/2	9 1/2	10 1/2	+ 1/2
109 1/2	64 1/2	General Motors .....	51,200	109 1/2	105 1/2	109 1/2	+ 1/2
113 1/2	102	General Motors 7s pf. ....	400	113 1/2	112 1/2	112 1/2	+ 1/2
24 1/2	12 1/2	Glidden Co. ....	2,800	22 1/2	22 1/2	22 1/2	+ 1/2
65	36 1/2	Goodrich Tires .....	8,500	62 1/2	61	62 1/2	+ 1/2
100 1/2	92	Goodrich Tires pf. ....	100	98 1/2	98 1/2	98 1/2	+ 1/2
107 1/2	86 1/2	Goodyear pf. ....	700	106	105 1/2	106 1/2	- 1/2
44 1/2	29	Hayes Wheel .....	1,200	41 1/2	40 1/2	40 1/2	+ 1/2
105 1/2	100	Hayes Wheel pf. ....	1,000	100	98 1/2	102 1/2	+ 1/2
96	55 1/2	Hudson Motor .....	84,100	90	81	89 1/2	+ 1/2
28 1/2	14 1/2	Hyatt Motor .....	22,100	24 1/2	23 1/2	24 1/2	+ 1/2
54 1/2	35 1/2	Indian Motorcycle .....	100	21	21	21	+ 1/2
21 1/2	12 1/2	Jordan Motor .....	996	44 1/2	44	44	+ 1/2
74	41	Kelly-Springfield 5s pf. ....	2,200	18 1/2	17 1/2	17 1/2	+ 1/2
8 1/2	8 1/2	Kelsey Wheel .....	800	106 1/2	105	106	+ 1/2
22 1/2	11 1/2	Keystone Tires .....	200	2	1 1/2	1 1/2	+ 1/2
35	22	Mack Trucks .....	16,100	206 1/2	200 1/2	206 1/2	+ 1/2
35	18	Moon Motor .....	5,000	27	26 1/2	26 1/2	+ 1/2
47 1/2	40 1/2	Motometer A .....	4,900	32 1/2	30 1/2	32 1/2	+ 1/2
27 1/2	17 1/2	Nash Motor .....	400	450	450	450	+ 1/2
44 1/2	15	Paige-Detroit Motors .....	19,700	26 1/2	25 1/2	26	+ 1/2
94	42	Packard Motor Car .....	16,500	40	38 1/2	39 1/2	+ 1/2
44 1/2	10 1/2	Pierce-Arrow pf. ....	24,000	41 1/2	40	41 1/2	+ 1/2
5	5	Pierce-Arrow pf. ....	4,500	39 1/2	39	39 1/2	+ 1/2
30 1/2	15 1/2	Reynolds Steel Springs .....	1,500	158	158	158	+ 1/2
79 1/2	55	Stevens & Co. ....	2,900	33	32 1/2	32	+ 1/2
59 1/2	41 1/2	Studebaker .....	2,800	76 1/2	76 1/2	77 1/2	+ 1/2
46 1/2	27 1/2	Timken Co. ....	4,600	44 1/2	44	44	+ 1/2
65 1/2	23 1/2	U. S. Rubber .....	49,600	61 1/2	58 1/2	60 1/2	+ 1/2
108 1/2	92 1/2	U. S. Rubber 1st pf. ....	2,800	195	194 1/2	194 1/2	+ 1/2
104 1/2	57 1/2	White Motor .....	11,800	92 1/2	89 1/2	92	+ 1/2
28 1/2	9 1/2	Willys-Overland .....	15,100	26 1/2	25 1/2	26	+ 1/2
111 1/2	72 1/2	Willys-Overland pf. ....	2,200	109	107 1/2	108 1/2	+ 1/2
22 1/2	16	Wright Aero .....	1,800	28	27 1/2	27 1/2	+ 1/2
45 1/2	23 1/2	Yellow Truck & Coach .....	996	43	42 1/2	43	+ 1/2

NEW YORK CURR MARKET

	Aero Supply Mfg. B. ....	100	16 1/2	16 1/2	16 1/2	16 1/2	+ 1/2
	Auburn Auto .....	108	41 1/2	41 1/2	41 1/2	41 1/2	+ 1/2
	Cleveland Motors .....	400	22	22 1/2	22 1/2	22 1/2	+ 1/2
	Durant Motors .....	1,200	12 1/2	12 1/2	12 1/2	12 1/2	+ 1/2
	Fageol Motor .....	6,000	11	10 1/2	11	11	+ 1/2
	Electric Auto Lite .....	400	75	74 1/2	74 1/2	74 1/2	+ 1/2
	Federal Motor Truck .....	1,100	34 1/2	32 1/2	34	34	+ 1/2
	Ford Motor of Canada .....	30	500	500	500	500	+ 1/2
	Franklin Mfg. ....	200	35 1/2	35	35	35	+ 1/2
	Goodyear T. & R. ....	1,900	36 1/2	36 1/2	36 1/2	36 1/2	+ 1/2
	Miller Rubber .....	270	231	215	215	215	+ 1/2
	Rao Motor .....	400	22 1/2	22 1/2	22 1/2	22 1/2	+ 1/2
	Stutz Motor Car .....	700	14 1/2	14 1/2	14 1/2	14 1/2	+ 1/2
	Yellow Taxi New York .....	1,300	14 1/2	14 1/2	14 1/2	14 1/2	+ 1/2

BOSTON

	Hood Rubber .....	875	62 1/2	60 1/2	62 1/2	62 1/2	+ 1/2
	Federal Motor Truck .....	1,531	34 1/2	33	33	33	+ 1/2
	Ford .....	45	595</td				

## OHIO SOLON FOR REPEAL OF TAX

Congressman Chalmers Of Toledo Will Fight Excise on Accessories

Toledo, Sept. 29.—Repeal of the Federal excise tax covering automobile accessories will be supported by Congressman W. W. Chalmers, it was announced, following his conference with M. J. McCormick, secretary of the Toledo Automobile Club, here yesterday.

It was shown that these Federal taxes amount to nearly \$29 on the average on each car sold.

The local congressman said he was willing to appear before the Ways and Means Committee and ask for repeal of the taxes.

"If these taxes are not eliminated this year, the motorist will have himself to blame," declared McCormick. "There is ample surplus to make needed reductions in many lines of Federal tax and at the same time remove this burden from the automotive industry and individuals who purchase the cars. There is no reason for maintaining this hang-over war tax, especially in the face of so many other kinds of state and Federal taxes which affect the motorist."

## New Accessories

### INVENT RIM HOLDER

Eugene, Ore., Sept. 29 (U. T. P. S.)—A new type of rim holder with which the rim is disengaged by the single turning of one bolt, has been invented by R. H. Pierce and George Anderson of this city. The "P-A" automatic wheel embraces a rim of the ordinary type and fits the double disc wheel, with the exception of a bead, which is upon the inside center. The discs are made of 12-gauge steel for the heavy car, and 14-gauge for the light car. After the two plates have been rolled they are placed together and the ends of their circle meet in a flange. It is this flange that the bead upon the rim fits. To prevent the rim from rolling on the flange it is turned in, making an accident impossible. For the purpose of always keeping the tire in perfect line one of the discs is a true circle.

On the opposite disc is the appliance by which the rim is put on the wheel. A section of the flange, including some of the plate, is left movable which in turn connects with an eccentric adjusted to the tightening bolt. When the rim is fitted to the flange the section is down; the next move is to clamp the rim so the section is raised by turning the bolt and lifting the eccentric, making the section complete the wheel circle. The bolt automatically goes on past the center, making an absolute lock. A space is left for the valve stem, and also to heighten the efficiency a permanent cap is screwed to a set of threads.

### NEW SHOCK ABSORBER

Spring upthrow is said to be controlled by the snubbing action of the Struthers Shock Absorber, made by the Struthers Manufacturing Company, Oakland, Cal. Strain is distributed over a specially constructed friction bearing, leather

**NEW AERIAL TRICK**—At Mitchel Field, L. I., Major J. C. Savage is explaining the new safety control to prevent stalling in the air. Interested in his talk are (left to right): Major J. Brooks, executive officer of Mitchel Field, and Lieut. M. L. Elliott, operations officer.



International Newsreel Photo.

## Airplane News

### PLANE IS "MYSTERY"

London, Sept. 23 (U. T. P. S.)—The supermarine-Napier S-4, christened the Flying Bullet was put to a test at Southampton before crossing to America as a challenger for the Schneider Cup. The machine is perfectly streamlined from stem to stern, and its single wing is so small as to appear little more than a stubby projection on each side of the fuselage.

Details as to the plane's construction are being kept carefully secret. Even its maximum speed is being kept dark, although this is said to be in excess of four miles a minute. The tail, like the wing, is built in one piece, while the tiny cockpit lies very far back in the fuselage. To lessen head resistance no controls are operated outside the body. No fabric is used to cover the fuselage, wood or metal taking its place everywhere. The propeller is of metal. All that is known of the motor is that it is a direct drive Napier-Lion. The pilot will be Capt. Henri Biard, who has previously participated in the race.

### EAGLEROCK IS FLYING

Denver, Colo., Sept. 29 (U. T. P. S.)—The first airplane to be made in Colorado is an entry in the Ford trophy race which started yesterday. The plane attained a speed of more than one hundred miles an hour in its initial flight, according to Joseph Hammer, veteran aviator. At the close of the Ford races, the plane will proceed to New York, where it will compete in the Pulitzer events.

against metal, with little wear on the webbing.

Its use is claimed to increase riding comfort by absorbing pulsations between springs and tires, particularly balloon tires, by permitting natural spring action, and by lessening the effect of bumps.

Two sizes are made, No. 1 for small cars, and No. 2 for larger cars. The former sells for \$20 a set of four, and the latter for \$25 a set of four.

Eaglerock was manufactured by the recently established Alexander Aircraft Company of Denver. It is a four-place plane and weighs slightly more than 1,000 pounds.

### FLIES TO SELL CARS

Portland, Ore., Sept. 29 (U. T. P. S.)—Fred Rice, Moon distributor in Spokane, Wash., does not believe in driving a car when looking for new customers. Instead he uses an airplane for quick action and quicker results. Rice, it is said, is the first automobile distributor to use the airplane to sell automobiles, and is obtaining splendid results with this fast transportation.

### PASS EXAMINATIONS

Philadelphia, Sept. 29.—During the first pilot tests held at the Harold F. Pitcairn Aviation Field at Bryn Athyn, near here, seven student flyers passed the prescribed examinations for pilot licenses in the Federal Aeronautique Internationale.

All the students were trained for the international test under the supervision of Lieut. James G. Ray at Pitcairn Aviation Field. Those who passed the test are Sterling R. Smith of Bryn Athyn, John P. Lukens and Roy Specht of Willow Grove, C. T. Hodges of Glenside, A. R. Jacobs of Germantown, G. F. Esslinger of Logan and Ariel C. Guenther of Bryn Mawr.

### INSPECT PORT SITES

Buffalo, Sept. 29 (U. T. P. S.)—Sites listed as adequate and suitable for a Buffalo air port have been inspected by Commissioners Meahl and Schwartz, accompanied by a committee from the Chamber of Commerce. The city has contracted to purchase the 200-acre tract of the Buffalo Trap and Field Club, which has been declared too small by army experts and commercial aviation interests.

**MILE AUTO RACE**  
State Fair  
Speedway  
DETROIT  
Sunday, Oct. 4

Springfield, Ill., Sept. 29.—The secretary of state has issued articles of incorporation to the Triple Seal Piston Ring Company, with offices in Chicago. Capital stock has been fixed at \$325,000. The company will manufacture pistons and rings for motor vehicle and gas engines. The incorporators include H. E. Deputy and Paul Blum.

Articles of incorporation have been issued to the Illinois Eisenmann Magneto Corporation, also of Chicago. Capital stock is \$10,000. The incorporators are W. N. Shaw, C. F. Bailey, and O. S. Stanley. The company will specialize in the manufacture of magnetos and other electrical equipment and machinery for motor vehicles and other purposes.

## Texas Headlight Law Is Meeting Popular Approval

AUSTIN, TEXAS, Sept. 29.—The first headlight law in Texas, passed by the Legislature in 1917, was soon declared by the courts to be "vague, indefinite and incapable of being enforced." It was not until February, 1925, that the Legislature again took up the serious study of an enforceable law, resulting in the passage of a measure, based on the laws of some 24 other states, that is believed to be "court-proof." This law became effective September 1.

Motorcycles and bicycles must have one headlight and one taillight, and other motor vehicles two headlights and one taillight, that conform to adopted tests, and these must be kept lighted when being operated on the highways between one-half hour after sunset and one-half hour before sunrise.

No headlight may be used on any motor vehicle unless equipped with a lens, reflector or headlight control device which has been approved by the State Highway Commission, and to get this approval the device must be submitted to the commission, accompanied by a \$50 fee, which in turn submits the lens, reflector or device to the official testing agency for the state of Texas, which is the engineering department of the University of Texas. This testing agency conducts exact scientific tests of every device submitted to it, in laboratories equipped to

"carry on photometric tests according to the best practice, recognized as such by the National Bureau of Standards and other states requiring tests similar to those required herein."

The following devices have been submitted and approved by the Texas testing agency for use under the Texas headlight law—Lenses: Bausch & Lomb, Bausch & Lomb Star, Benzer, type A; Broadlight, Dodge Brothers, Ford H., Flintex, Hudson Ford, Johnson, Liberty, Liberty, type D; Lincoln Projector, McBeth Green Visor, type D; McKeelite, Monogram, Orgood, type B 23; Parab-O-Light, type FW; Patterson, Smith, Spreadlight, Standard, Tilt Beam. Reflectors: Brown Universal and Brown Adapter, El Camino, Flatlite and Flatlite Adapter ("Standard" only), Garda, Hilco, Path-Finder, Complete Headlamps: E. & J., type 20; Guide Ray, type A; Hilco Monogram Twin Beam, Tilt Ray. Combination device: Path-Finder with Spreadlight lens. Motorcycle devices: Benzer, Monogram and Spreadlight lenses.

The detailed specifications for use of the testing agency are technical in character and provide that even though a device may pass the photometric tests it shall not be adopted if it has one of the following defects: Unnecessary loss of light due to absorption or diffusion; abnormal or unduly complicated adjustment; unstable or bad mechanical construction; unduly bright or dark areas or excessive contrast in the illuminated field; irregular or badly defined cut-off line.

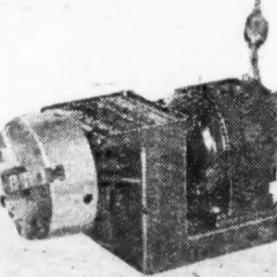
For the protection of manufacturers and dealers in headlight devices any adopted device may have stamped upon it the words, "Approved by the Texas State Highway Commission," heavy penalties being imposed for the unauthorized use of such wording.

It is unlawful for "any person or persons, firm, corporation or association to sell or offer for sale any lens, reflector or headlight control device which has not been approved by the State Highway Commission" under penalties fixed in the law. Penalties are also imposed for operating a motor vehicle or motorcycle without a headlight test certificate.

There are 2,000 testing stations in the state of Texas to look after the testing of headlights on about 900,000 motor vehicles. Naturally there are some complaints, especially as the law is only recently operative and some of those in charge of the testing stations are not familiar with their instructions.

## New Shop Equipment

### NEW REAMER DRIVE



Designed to facilitate shop work, a new machine has been put on the market by the George H. Blechner Company, 1841 West Jackson Boulevard, Chicago. It is a reamer drive which grips firmly and operates electrically the tools for reaming such parts as bushings, spring shackles, connecting rods, pistons and so forth. It is said to be powerful enough to remove .020 inch stock with each pass of the reamer from bronze bushings up to 1 1/2-inch diameter or 2 1/2 inches babbitt.

The spindle is provided with a geared scroll chuck, which accommodates reamer shanks up to 1 1/2-inch diameter. The feature of the machine is its adaptability to bench work. It is quickly and easily mounted on the bench and occupies a space of only 7 by 15 inches. It is operated by a 1/4-h. p. motor, mounted on a base, and has a regular running speed of 38 r. p. m., accomplished by an inclosed gear reduction running in oil.

### SELLS BODY PLANT

Vineland, N. J., Sept. 29 (U. T. P. S.)—The Neale Auto Body Building establishment will be sold at auction today. The entire plot covers 63 1/2 by 100 feet. Use of a driveway, 10 feet wide, is included. The auto body building shop is of cement block construction.

### TO ATTEND MEETING

Evansville, Ind., Sept. 29.—O. L. Kramer, manager of the Evansville Auto Parts Company, parts and accessory dealers, will attend the annual gathering of the National Standard Auto Parts Association, to be held at the Sherman Hotel, Chicago, November 5, 6 and 7.

## ACCESSORIES ARE MUCH IN DEMAND

### Cohoes, N. Y., Dealers Report Exceptional Demand in Sept.

**Cohoes, N. Y.**, Sept. 29.—Prominent automobile dealers report an exceptionally good demand for accessories during the month of September, with sales for the month showing a decided increase over August. One dealer stated that in his opinion the demand for accessories has increased 100 per cent. during 1925 due to the many new owners of automobiles and he looks for a bright future for this class of goods.

The price cut on new models during September has been instrumental in increasing demand for accessories, according to dealers, as it has brought many new owners of automobiles into the market.

The Cohoes Motor Car Company, Fonda & Hunter, Inc., and J. J. Cunningham, Inc., have carried on an exceptionally good business in used cars during September, many of these machines having been reduced from 25 to 40 per cent. The majority of the dealers report a good demand for the bargain priced cars although there is a decided preference on the part of the buyer to purchase the latest models.

### California Oil Shipments Less

**Special to the Automotive Daily News**

**Washington**, Sept. 29.—More than 10,000,000 long tons of cargo were moved by vessels engaged in the intercoastal trade between the Pacific Coast and the Atlantic Gulf coast in 1924. Nearly four-fifths of this total movement consisted of California oil in transit to Eastern and Southern coast ports.

The oil movement in 1924 was nearly 28 per cent below that of 1923, owing to lower production and increased refining facilities on the Pacific Coast, thus reducing the volume of shipments of crude oil to Eastern refineries.

In consequence of this reduction together with a falling off in west-bound cargo tonnage, the total intercoastal trade was about 18 per cent. less in 1924 than in 1923.

### PETROLEUM GETS ORDERS FOR 560 TRUCK ENGINES

**Rockford, Ill.**, Sept. 29.—Orders for 560 motor truck engines for delivery during the coming year have been received by the Petroleum Motors Corporation of this city since August 15. Of these 200 came from Porto Rico, 150 from Jacksonville, Fla.; 200 from New York City, while other distributors called for lesser quantities.

The new Petroleum Motors engine, known as the Jackson oil engine, was given a rigid test by the United States War Department early in the summer and later notice was received that the test was satisfactory and an early order might be looked for in outfitting 40,000 government trucks. The engine runs eight miles on a gallon of distillate, which is now on the market at 6 cents per gallon. It is of the four-cylinder type, but has two combustion chambers in each cylinder. There is no "dead center," and thus a maximum of power is constantly delivered to the drive shaft.

### CLEAN UP USED CARS

**Elmira, N. Y.**, Sept. 29.—Local dealers the last two weeks have been concentrating their efforts on reducing their inventories in used cars. While some new cars have been sold, very few used cars have been accepted in trade, due to the decision of the dealers to clean up stocks of used cars first.

### MAYOR WHO BATTLED GAS RATES IS SUED

**Boston**, Sept. 29 (U. T. P. S.)—Mayor Lawrence Quigley of Chelsea is being sued for \$750 by C. E. Hall & Sons, Inc., of Somerville, for use of trucks between July 26 and September 9. These trucks were used, it is alleged, for hauling gasoline to stations in Chelsea. Mayor Quigley won national prominence when he opened war on what he called the gasoline trust, selling gasoline at filling stations in several parts of Chelsea at from two to five cents per gallon lower than the lowest prevailing price at any other station in Chelsea.

The mayor personally directed the operations of these cut price filling stations and hordes of automobiles from all parts of greater Boston swarmed into Chelsea for a few days during the mayor's price cutting war. Interest gradually relaxed, however, and the mayor withdrew his personal direction.

### Deyo Oil Co. Buys Steuben Plant in Corning

**Corning, N. Y.**, Sept. 29 (U. T. P. S.)—Announcement was made today of one of the most important gasoline distributing changes in southern New York when the Steuben Coal and Supply Company, Inc., sold its receiving and distributing gas and oil stations to the Deyo Oil Company of Binghamton. The Steuben Company has been distributor for the Texaco products in this section.

The Texaco Company is rapidly establishing its own retail depots in nearby cities and will probably build or buy here in the near future. The Deyo Oil Company is one of the rapidly growing independent concerns, distributing, it is understood, about 12,000,000 gallons in this section.

The Steuben Company operated fourteen stations and scores of pumps, including two stations most advantageously located on either side of the city. John H. Doherty, president of the Steuben Company, said today that the sale was due solely to an advantageous offer on the part of the Deyo Company and that the business had been built to the point where it was too big to handle as a department with no one available in the Steuben organization to develop it individually. The Steuben Company owned storage and switching rights on three railroad lines here.

### WISCONSIN INCREASES CONSUMPTION OF GAS

**Madison, Wis.**, Sept. 29.—Gasoline consumption in the state of Wisconsin has increased sixfold in the past ten years, according to a report which T. J. Cunningham, oil inspector, has turned in to Gov. John Blaine. In the last fiscal year 4,797,839 barrels of gasoline were inspected, compared with 811,083 in 1916. Increased numbers of automobile owners and wider use of the state's highways by Wisconsin people are given as the cause of the increase in gasoline consumption.

**NATURAL GAS GASOLINE**  
**Washington**, Sept. 29.—The production of raw (unblended) natural gas-gasoline in the United States in 1924 amounted to 933,861,000 gallons, an increase of 117,635,000 gallons, over the output in 1923, according to the Bureau of Mines. Of this total 89,495,000 gallons was run into crude petroleum pipe lines and mixed with the oil that goes to refineries to be distilled and the remaining output of raw natural gas, gasoline (excepting losses and the relatively small quantity utilized in the raw state) was blended for use as motor fuel.

### HANDLES CHRYSLER LINE

**Oakland, Cal.**, Sept. 29.—The Fry-Schloss Motor Company will handle the Chrysler line in the Mission district, San Francisco, it was announced last week.

### PHILADELPHIA BUILDS GARAGES PREPARING TO MEET EXPOSITION NEEDS

**Philadelphia**, Sept. 29 (U. T. P. S.)—Anticipating the tremendous influx to next year's exposition, garage building is in progress in Philadelphia on a scale hitherto unknown. The Bureau of Building permits show that 1,772 public garages have been approved since January 1. Many four, five, six and seven-story structures are under erection, containing every device for service and protection.

The exposition will issue a list of "official" garages for the protection of visitors. This list will be posted on all roads leading into the city, directing visitors to reputable garages.

### GAS TAX INCREASES

**Multnomah, Ore.**, Sept. 29 (U. T. P. S.)—Gross receipts from the tax on the sale of gasoline in the state of Washington amounted to \$342,861.31 during the month of August, or \$90,572.29 more than in August, 1924, when gross receipts were reported as \$302,279.02, according to report just issued by State Treasurer W. G. Potts.

### Ontario Probes Gasoline Rates

**Toronto**, Sept. 29 (U. T. P. S.)—Steps to inquire into the varying prices of retail gasoline have already been taken by G. T. Clarkson, commissioner for the Ontario government, which is probing the matter of gasoline prices. Officials of the Highways Department have been sent to points in the United States and Ontario to take samples of the retail gasoline.

These samples have been collected, their prices noted and delivered to an analyst, who will report on their quality and other characteristics. The findings will be recorded to enable the probes to discover when gasoline of a certain brand has been sold in various places at the same and also at different prices.

### BOWLING GREEN PROSPECTS

**Bowling Green, Ky.**, Sept. 29.—The brightest prospects for a good volume of sales during the remainder of the year that have been known here in several years face Bowling Green automotive dealers, is the opinion expressed today by R. D. Spillman, president of the Spillman Motor Company, Hudson, Essex and Studebaker dealers.

### INDEPENDENT SERVICE STATION MEN ORGANIZE FOR TRADE IMPROVEMENT

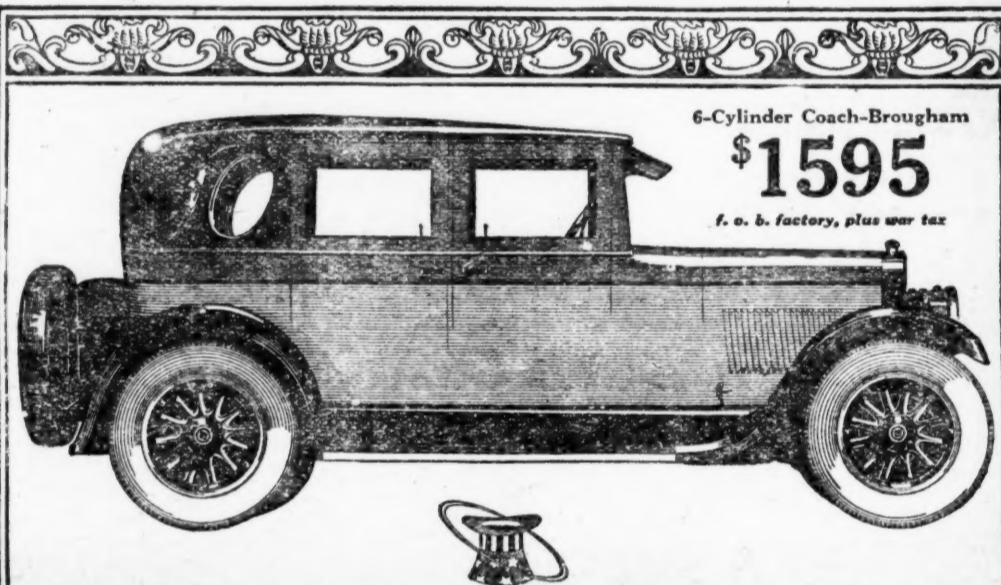
**Portland, Ore.**, Sept. 29 (U. T. P. S.)—Active organization of independent service station men in all sections of the state is occupying more trade attention than any other movement. Starting in Washington, this movement has spread to all coast states. Many hundreds of service station men have become identified with the association, and adoption of a definite program on standardized business practices is expected soon.

### EXTEND SERVICE

**Spartanburg, S. C.**, Sept. 29.—Roper Brothers, local automobile repair men, announce that they are now equipped to work on the bodies, tops and seats of automobiles and to construct custom-built truck beds. J. B. Patterson, an expert in motor vehicle body building, has been retained to manage the new department.

### IN NEW HOME

**Des Moines**, Sept. 29 (U. T. P. S.)—The Gibson Motor Company, Iowa distributor of Chandler and Cleveland cars, has moved to 1124 Locust St. The company was formerly located at 1314 Walnut St.



## Have You Seen The New Rickenbackers? Have You Heard The New Prices?

If you have not yet seen the beautiful new Rickenbacker Six models—

Then you cannot appreciate how much finer are the most modern motor cars.

If you have not seen the new Rickenbackers perform, then you do not know what the word "performance" means.

If you have not sensed the thrill of a ride in a Rickenbacker—then you have a real thrill coming.

And if you are not informed as to the new prices—since Rickenbacker announced reductions ranging from \$200 to \$600—then you cannot realize the wonderful value now obtainable in a fine motor car.

Rickenbacker performance is sensational, because Rickenbackers are finely—beautifully made.

No!—Rickenbacker Six is not "one of the high priced cars" as so many imagine.

By its performance—and by its beautiful design and finish—you would naturally expect to pay a high price for this car.

As a matter of fact the new models at the new prices are as cheap as ordinary cars.

And Rickenbacker is extraordinary in every respect.

Drive this Rickenbacker Six yourself—it will be a revelation to you.

RICKENBACKER MOTOR COMPANY, DETROIT, MICHIGAN

#### Famous "Six" Prices

Phaeton	-	-	-	\$1495
Couche-Brougham	-	-	1595	1595
Roadster	-	-	1595	1595
Coupe-Roadster	-	-	1695	2095
Sedan	-	-	1795	2195
De Luxe Coupe	-	-	1995	2320

#### Vertical "Eight" Prices

Phaeton	-	-	-	\$1995
Brougham	-	-	-	1995
Roadster	-	-	-	1995
Coupe-Roadster	-	-	-	2095
Sedan	-	-	-	2195
De Luxe Coupe	-	-	-	2320

f. o. b. factory—plus war tax

# Rickenbacker

A CAR WORTHY OF ITS NAME

## CANADA FIRM FOR TRUCKS AS FREIGHT MOVERS

TORONTO, Sept. 29 (U. T. P. S.)—"It is only too true," is Professor Leitch's answer to the query as to whether motor trucks are really threatening railroad freight and express traffic in Ontario.

Since the publication of his survey report last week, in which he pointed out that the railroads were losing their monopoly of the fruit traffic, his findings have created a sensation among the railway men.

But Prof. Leitch stands by his guns. He points out where the railway men or anybody may see for themselves the truth of his assertions.

"I investigated the fruit situation in the belt between Clarkson and Grimsby," he says, "in connection with the renewed demand by the fruit farmers for a lowering of the freight and express rates."

"I found that motor trucks there, and also in the Paris-Brantford and the Prescott-Brockville-Smith Falls districts, trucks are carrying millions of pounds of fruit, carrying it past other fruit districts and into these districts because trucks can handle the business and are doing so to the satisfaction of the grower and dealer."

"For their own good the railroads will soon have to reconsider their rates for the fruit district," said a prominent grower in the St. Catherine's district today, discussing the merits of the controversy.

"They say the trucking system is unfair. It may be. But if the railroads were wise and had used foresight they would have utilized the trucks as fillers instead of ignoring them with scorn."

"Yet, only recently one of the railroads put on a special fast freight train to compete with motor trucks. As a matter of fact the railroad with its rates was not successful, as the trucks, though slower, still arrived before morning in time for early unloading."

"The truck is here to stay. It has captured the freight haulage on a certain commodity banned in the states and it has taught us a lesson that it is a railway train that starts from the farm and stops at the warehouse at a saving of time, labor and expense."

### PLAN USE OF TRACTORS TO HAUL FREIGHT

Sonora, Tex., Sept. 29.—The Sonora Transportation Company has been organized and has secured a charter to haul freight daily between Sonora and San Angelo, a distance of sixty-six miles, the freight to include livestock. Big trailers drawn by rubber-tired tractors will be used. Loading stations and livestock chutes are being constructed. The officers are Sam R. Hull, president; W. C. Bryson, vice-president; Roy E. Alzwell, secretary-treasurer; H. L. Taylor, manager.

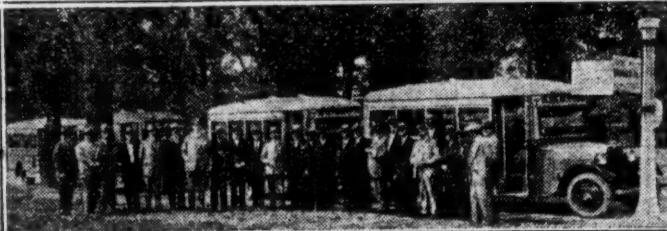
### WILL ESTABLISH HUGE TERMINUS FOR BUSES

Toronto, Sept. 29 (U. T. P. S.)—The White Star Transit Company of Toronto, which operates a fleet of motor buses between Toronto and Hamilton, has announced that it is establishing a new terminus for its bus line, and will erect a \$170,000 building on a site bounded by Bay, Yonge and Dundas Streets.

#### STEWART DISTRIBUTOR

Philadelphia, Sept. 29 (U. T. P. S.)—The Netter-Stewart Truck Company has been appointed distributor of Stewart trucks in the Philadelphia territory and has opened sales and service quarters at 4721-4723 Chestnut St. Motor buses also are handled.

**ENCOURAGE HOME BUILDERS**—Detroit's city council participated in the opening of the new motor bus line on Seven-Mile Road, which is part of the expansion plan of the department of street railways to encourage new home areas on the outskirts of Detroit.



### "Buses Too Quiet!" Newest Complaint

Washington, D. C., Sept. 29.—A new kind of complaint has been received by Major W. E. R. Covell, utilities assistant to the commissioners.

Buses operating on fashionable Connecticut Avenue are thought to be "too quiet" by Clifford L. Millard, who writes to Major Covell from his offices in the Southern Building.

Heretofore the gist of most of the complaints has remarked on the noises made by the buses, but Millard claims that school children are in danger of being run down by the ponderous, silent conveyances.

### Conn. Finds Bus Travel Popular

Hartford, Conn., Sept. 29.—

Practically all the main arteries in every direction are now covered by buses, which have taken considerable business from passenger trains. Buses now operate between New York and Boston by way of Hartford.

Another line that is paying well operates between Hartford and Providence, and still another on the short route plies between Hartford and Springfield.

The Hartford-New London line, which has been in operation for the past three or four years, is doing well. The through buses stop at the Hotel Bond. The Springfield and New London buses each come to their individual terminals. A new station for the Springfield buses was recently opened on Union Place, opposite the railroad station.

Those who have been in the habit of traveling by train now use buses, to their satisfaction. Summer travel has been heavy on all lines.

### WASHINGTON BUSES UNDERGOING INSPECTION

Olympia, Wash., Sept. 29.—Inspectors from the state department of Public Works are now engaged in making a strict inspection of all auto stage equipment in the state of Washington.

With the approach of winter, the department has called upon stage operators to have all brakes tested and the cars thoroughly overhauled to remedy any weak parts. Department officials are examining the coaches to make sure of passengers' comfort. Heating will be required as the days become colder.

#### HAVE TEST STATIONS

Portland, Ore., Sept. 29 (U. T. P. S.)—Rapid progress is being made in adjustment of all lights on Oregon motor vehicles under the eight-point test law, effective September 1. Already more than 400 official light-testing stations are in operation, and by the end of the month this number is expected to reach 500. Despite repeated threats of legal action against the law, such an effort probably will not be made until the state traffic division starts enforcement.

### TROLLEYS FOLLOWING HORSE CARS TO JUNK HEAP

Newport, R. I., Sept. 29.—Trolleys are giving way to the buses just as the trolley pushed out the horse car, and Newport is in much the same state in this respect as a large number of other communities. The first buses seen in Newport were a fleet of Reo buses which make the trip between here and Fall River every half hour.

The trolley company itself saw the writing on the wall and negotiated for a fleet of Fageol buses, both the city type and the suburban de luxe. The latter make hourly trips between Newport and Fall River and Providence, while the smaller city type has completely replaced the trolley service.

In order to handle the summer rush successfully President Arthur L. Linn, Jr., of the Newport Electric Corporation, made an agreement whereby a fleet of Orange Belt coaches, all of the Fageol safety type, similar to those run by the local Colonial Coach line, came up from Florida to supplement the local service.

These Orange Belt coaches operate between Jacksonville and Miami and Daytona and Orlando during the winter and for that period of heavy traffic in Florida the Newport Electric Corporation will send a fleet of Colonial coaches to assist the Orange Belt line. Such a co-operative scheme works very well in cutting down the number of buses that each line must carry through the season of light traffic.

And now the Newport & Providence Street Railway Company has substituted for its local trolley service a line of White coaches. Eight de luxe White coaches are waiting in the barn of the Newport & Providence Street Railway Company for the completion of a ferry slip at Bristol Neck, when they will go into service between here and Providence.

### PHONE SERVICE FOR CAB PATRONS LATEST KINK

Richmond, Va., Sept. 29 (U. T. P. S.)—An innovation was introduced in Greenville, S. C., recently when Hovey Smith and E. C. York, operating Yellow cabs in that city, placed in operation an outside telephone system for the convenience of their patrons. The phones are mounted on posts at various points in the city and are housed in weather-proof boxes.

An enterprising regard for the comfort of the South Carolina traveling public, fostered by operators of the type of Smith and York, is fast placing that state in the foremost rank of up-to-date bus transportation.

### RUMORED FEDERAL AID CUT ALARMS ROAD MEN

Oakland, Cal., Sept. 29.—Floyd O. Boo, secretary of the Nevada Highway Commission, is in San Francisco conferring with Chairman Harvey M. Toy of the California Highway Commission regarding Federal aid for highways. The Nevada Highway Department is becoming alarmed over reports that attempts will be made at the coming session of Congress to kill the government's Federal aid policy. It is probable a conference of the eleven Western states will be held early in December in San Francisco.

### BUSES OPERATED IN ENGLAND ALMOST 100 YEARS AGO

London, Sept. 29.—Few know that buses were run almost a century ago in England. In 1827 Sir Goldsworth Gurney ran a bus which carried eighteen passengers on a regular service between various English towns. It was a success and other buses began to operate. They were finally put out of existence by restrictive legislation.

Sir Goldsworth's bus was operated by steam and attained an average speed of twelve miles an hour. On good roads it reached a maximum of twenty miles.

It was not quite as comfortable as those of today. It did not have rubber tires, and the springs were not as efficient or the roads as good as those of today.

### Bus Activities

#### WOULD RUN BUSES

Niagara Falls, Sept. 29.—Within a week, it is believed, it will be settled whether this city is to have a bus line to replace the trolley car system. Joseph Sirrianni of 11th Street is in the running to install a bus line, with the trolley car regime aiming at a seven cent fare instead of five, but the city council has given no assurance of accepting the bus line proposition, although the municipal body is battling the street car company's attempt to increase the fare rate.

#### SEEK FRANCHISES

Olympia, Wash., Sept. 29.—Hearing upon rival applications for certificates of public convenience and necessity to operate motor stage lines between Spokane and Newport, Wash., were held in Spokane by the state department of public works September 21. Decision on the application was taken under advisement.

#### GET CERTIFICATES

Richmond, Va., Sept. 29 (U. T. P. S.)—Certificates have been issued by the Virginia state corporation commission to two passenger lines seeking authority to do purely interstate business, in accordance with the decision made by the commission with a similar application from the Washington-Luray Bus Line.

#### POPULAR WITH KIDDIES

Richmond, Va., Sept. 29 (U. T. P. S.)—The Westover Hills bus line is proving one of the most popular features of the community, the Laburnum Realty Corporation announces. The line has been in operation one week, offering a regular schedule between Forest Hill Park and South Boulevard and Belleau Road. A number of school children use the line in getting to and from school, special rates being offered them and safety insured through the employment of careful drivers.

#### OPPOSE APPLICATION

Brockton, Mass., Sept. 29.—The New England Transportation Company, a subsidiary company of the New Haven & Hartford Railroad Company has applied to the local board of aldermen for the license to operate motor coaches from this city to Taunton, and also to North Easton, a near-by town.

Stiff opposition is being made by the Eastern Massachusetts Street Railway Company, an existing transportation line, which was also granted licenses to operate buses in competition.

#### BUS MEN CONVENE

San Francisco, Sept. 29 (U. T. P. S.)—The Motor Carriers Association of California was host at Eureka, Cal., recently of the stage line operators of the states of California, Oregon, and Washington and the province of British Columbia. Interstate stage line of this city, has been opened by the discussion.

### DROP TROLLEYS FOR BUSES; NOW MAKING PROFITS

BRIDGEPORT, Conn., Sept. 29.—Doubling profits with a little more to spare is the boast of an electric traction company in Connecticut which abandoned trolley car operation and substituted buses early in the past summer.

The trolley cars were disposed of and the car barn converted into a garage. The overhead wire was torn down and sold for junk and the tracks are being covered with a new roadbed. Buses were put on the route, and now the business is paying a profit. The company is the Lordship Railway Company, operating over a three and one-half mile route between Bridgeport and Lordship.

Nine years ago Lordship was a sandy stretch of land bordering on Long Island Sound just outside of Bridgeport. It was developed by a real estate company and is now a bungalow colony and beach resort with no industries and few attractions outside of excellent bathing and dancing.

At a great expense the development company constructed the Lordship trolley line, a single track system, and the only means of transportation from the city. Increasing expense, insufficient equipment to provide adequate headway and a gradual falling off of patronage brought about the discontinuance of trolley service and the substitution of buses.

Four Mack 29-passenger city type buses were purchased and put in service the same day the trolleys quit. Overhead was reduced, headway was cut from 45 minutes to slightly less than half an hour and revenue less than one month after bus operation began was between two and three times greater than income from trolley operation for the identical period during the previous year.

Bus and trolley fares are practically the same, so it seems the installation of buses and the desire of the public to ride on rubber did the trick.

Three buses maintain headway while the fourth is being inspected and greased or making special party trips. Each bus is inspected once a week. The maintenance force consists of the manager, a mechanic and four drivers, one of whom is a relief man.

### PARTS COMPANY OPENS NEW DETROIT BRANCHES

Detroit, Mich., Sept. 29.—Michigan Parts Replacement Corporation is opening two new branches to care for increasing business. One will be located at 7230 Gratiot Ave., covering the eastern territory, and one at 8941 Grand River, for the western. President H. Shuman announces the appointment of George H. Middlemiss to manage the east side branch and Charles P. Karrer to manage the branch on the west side. Karrer was formerly in charge of parts for the L. F. Mullen Company.

### FINANCE COMPANIES SAY AUTO OWNERS GOOD RISK

(Special A. D. N. Washington Bureau)

Washington, Sept. 29.—Automobile owners as a class are a splendid risk. That this is true is shown by figures secured by the American Automobile Association from fifty leading finance companies. The figures show that the average losses of these concerns were less than one-fifth of 1 per cent over a period of years. To be exact, automobile time payments are 99.82 good.

**NEW BUS LINE**

Syracuse, N. Y., Sept. 29 (U. T. P. S.)—Bus service between Syracuse and Chittenango, sixteen miles east of Syracuse, has been opened by the Syracuse Co-ordinating Bus Lines.

## GENERAL TIRE MEET A SUCCESS

### Sales Force Hears Executives at Conference

Akron, O., Sept. 29.—"The most enthusiastic and the most profitable convention ever held." This is the verdict pronounced by the General Tire and Rubber Company's sales organization on the meeting held last week.

W. O'Neill, president and general manager, sounded the keynote for the tire salesmen. "Loyalty," said Mr. O'Neill, "is the boon companion of success—loyalty not only to your product and your organization, but also to the man you are selling. Spend time with the distributor, check his sales, his credits, his margin of profits, and educate him in the latest thoughts in the tire world."

A. B. Stiller, advertising manager, unfolded a comprehensive and complete line-up of advertising for 1926, the details of which will be taken up at the dealer conventions.

S. S. Poor laid particular stress on all accounts becoming 100 per cent. General. "The fact that our 100 per cent. General distributors are big money makers is a big enough inducement for the few who haven't joined the 100 per cent. procession to fall in line," he said.

C. J. Jahant went into details on tire engineering and the importance of consumers being educated in the care of tires and the elimination of common abuses.

C. N. Uhl, manager of transportation sales, who recently completed a thorough survey of the bus field, presented a chart covering the survey, pointing out General's enviable position with transportation companies as a whole, as brought out by the large number of bus companies using General tires, explaining how careful study and the maintenance of the departments both in the factory and sales divisions specializing in the field, method of distribution, and class of service rendered by General distributors, has placed General tires in an enviable position.

Mr. O'Neil anticipates the General Tire and Rubber Company's volume will reach eighteen million dollars for this year, despite the fact that the unprecedented demand for its products has been far too great for the factory to handle. The most welcome news to the sales organization was the announcement of large factory additions which will permit over a 50 per cent. increase in production.

A minimum volume of twenty-five million dollars has been set for 1926, and this total must be reached not so much through the acquisition of new distributors but by a closer concentration on those already established with the idea of making them bigger and better and more successful.

### GERMANS SEEK AID TO ESTABLISH AIR LINE

London, Sept. 29 (U. T. P. S.)—It is stated by the London Daily Mail that German air transport interests are seeking financial co-operation in Britain for the establishment of a regular night service of sleeping-car airships between the two countries, the necessary capital to be provided on a 50-50 basis.

The type of airship likely to be used for this service will have silenced engines and 30 or 40 luxurious sleeping berths. The ships will leave Berlin after dinner, reaching the British objectives by breakfast next morning.

### AUTO LAMP CRUSADE

Wilmington, Del., Sept. 29.—The Delaware State Police have begun a crusade against improperly adjusted automobile lights. They have given a reasonable length of time in which to have the lamps adjusted, threatening arrest if this is not done.

### Firestone Branch Has New Modern Structure

Salt Lake City, Utah, Sept. 29.—A new \$100,000 branch office and warehouse of the local division of the Firestone Tire and Rubber Company is rapidly nearing completion. When finished it will be one of the most modern and up-to-date structures of its kind anywhere. The office and warehouse building will have ground dimensions of 42½x160 feet on the inside lot and 40x180 feet on the outside lot. There will also be a service station which will be rented. Each building will be equipped with a heating plant of its own. Construction will be of reinforced concrete with fire brick facings.

### Newport Tire Situation Good

Newport, R. I., Sept. 29.—The tire situation here is on the whole good, the expected decrease in volume being more than made up in increased profits, and a slight increase in weekly sales over last week proving encouraging to the local dealers.

The popular sizes of tires seem to be 32x4 and 30x3½, balloons making up about 25 per cent. of the total. High-pressure pneumatics are in considerable demand because of a number of motor bus lines which are in operation here. Stocks on hand range from low to slightly below normal.

Some dealers report tube sales very good, while others have experienced a considerable falling off since the middle of August, the increases in the price of rubber leading customers to patch the old tubes to the limit. Generally a feeling of optimism prevails among the dealers regarding the prospects for fall business.

### September Tire Sales Increase

New Haven, Conn., Sept. 29.—Tire sales during the past week in this section took an appreciable drop on account of the sudden cold snap which hit this city and vicinity sending the thermometer down to the 30's. However, according to a consensus of opinion from the leading tire dealers in this city, September sales this year will surpass those of September, 1924.

"I attribute my big increase in tire sales during September over the same period last year to the increased demand for balloon tires," said Edward Schwartzman of The Tire Shop, one of New Haven's largest tire salesrooms.

### KEATON TIRE PLANS TO INCREASE PRODUCTION

San Francisco, Sept. 29 (U. T. P. S.)—The Keaton Tire Company, which recently opened its new plant in San Francisco, is now reported to be turning out 100 tires a day. The plant employs fifty men. According to R. H. Keaton, president of the company, the production is soon to be raised to 200 tires a day.

### TIRE MAN PROMOTED

Salt Lake City, Utah, Sept. 29.—H. S. Forbes, manager of the local branch of the Kelly-Springfield Tire Company, has been promoted to be manager of the branch of the company at Cleveland, O. He is succeeded here by W. P. Morton, who has been a salesman for the company in the Los Angeles district.

### OPENS TIRE SHOP

Salt Lake City, Utah, Sept. 29.—J. T. Harmon has opened a tire shop on East 4th South Street near the Chamber of Commerce building. He will handle the Cupples line. Vulcanizing will be undertaken.

### HUGE DUNLOP PLANT DRAWS BUFFALO VISITORS

Buffalo, Sept. 29.—Dunlop's huge plant at Buffalo is rapidly acquiring a reputation as one of the show places of the Queen City of the Lakes. Visitors to Buffalo, in addition to seeking out the Falls, are also acquiring the "see Dunlop" habit.

### TO LIQUIDATE BUSINESS

Corning, Sept. 29 (U. T. P. S.)—Announcement was made here today that the automobile tire and accessory concern of Lincoln & McKeown, organized in 1923, would liquidate its business immediately.

## 1925 Tire Exports Show Substantial Increases

Special A. D. N., Washington Bureau  
Washington, D. C., Sept. 29.—

The total number of automobile casings exported from the United States, Canada, France, Italy, United Kingdom and Germany in 1924 is estimated at 4,927,000 on the basis of the official export statistics.

During the first half of 1925, the total exports from these countries

numbered 3,142,000 automobile casings. The monthly rate thus far this year is 523,670, an increase of slightly over 27.5 per cent. over the monthly rate throughout 1924, which was 410,580.

While an overstocked condition may exist in certain markets, there is reason for believing that in general these statistics represent the extent to which the foreign demand for tires has increased.

## Enroll Now! Join the Thousands Of Other Minute Men of the Industry Who Are Starting Each Business Day by Reading the Automotive Daily News

How important is your business to you? If your aim is set for the highest possible business accomplishment, it is essential that you know all about the affairs concerning your industry just as soon as possible—and not from six weeks to two or three months later.

### The Automotive Daily News Delivers the News When the News Is New!

The AUTOMOTIVE DAILY NEWS—the industry's first and only daily newspaper—affords its readers immediate news service relative to every line of endeavor in the automotive field. It is a newspaper for those who always are eager to keep in immediate touch with all affairs having a possible bearing upon their own business growth.

### Readers of the Automotive Daily News Are Leaders in the Trade—Not Followers

The AUTOMOTIVE DAILY NEWS has no axe to grind and its editorial policies will be unbiased and absolutely honest. It will support and advance the interests of the industry as a whole—working with all agencies for its welfare. Conducted by national authorities in every division of the whole automotive field, it can and does promise you news that is reliable and authoritative.

### If You Are Keeping Step With the Leaders, You Will Read It Too!

*The timely news service afforded by the AUTOMOTIVE DAILY NEWS covers every subject that progressive business men must know. HERE ARE A FEW OF THE MANY SUBJECTS COVERED EACH DAY:—*

#### ACCURATE SURVEYS OF GENERAL INDUSTRIAL AND ECONOMIC CONDITIONS

#### DAILY MARKET QUOTATIONS ON AUTOMOTIVE MATERIALS AND SUPPLIES

#### NEWS OF INTEREST TO MANUFACTURERS, JOBBERS AND DEALERS

#### NEW FINANCE, ACCOUNTING, PURCHASING AND TRAFFIC IDEAS

#### TABLOID REPORTS OF SALES THROUGHOUT THE COUNTRY

#### NEW CAR AND TRUCK REGISTRATIONS IN EVERY STATE

#### PARTS, TIRE AND ACCESSORY INFORMATION

#### CHASSIS AND BODY DESIGNING

#### ENGINEERING DEVELOPMENTS

#### FACTORY SELLING METHODS

#### RETAIL SALES HELPS

#### NEW CAR QUOTATIONS

GET THE NEWS  
WHEN THE NEWS  
IS NEW!

### ENROLL AT ONCE!

### You Owe It to Yourself to Become a Reader

Especially when you consider that the AUTOMOTIVE DAILY NEWS costs you no more than your daily newspaper—3 months for \$3.00—6 months for \$6.00—1 year for \$12.00. Subscribe now so you'll not miss a single issue. Fill out and mail the coupon.

AUTOMOTIVE DAILY NEWS,  
1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

[ ] 1 year at \$12.00.  
[ ] 6 months at \$6.00.  
[ ] 3 months at \$3.00.

I enclose \$....., or I will send \$..... upon receipt of bill.

Name .....

Street .....

City ....., State .....

Connection with industry .....

## Safety Congress Told Of Auto's Usefulness

CLEVELAND, Sept. 29.—The automobile in its short existence has proved to be the most useful instrument ever placed in the hand of man and at the same time it has been proved that it is the most deadly. So far as this nation is concerned, it has also become more destructive of human life and limb than all the instruments of war.

That was the declaration made today by Judge Alva R. Corlett of Cleveland, speaking before the fourteenth annual safety congress of the National Safety Council in this city.

"The Neanderthal man, with his receding brow, flat skull, limited cranial capacity and glaring eyes suffers little in comparison with our modern speed demons either in physical resemblance or in the number of victims," said Judge Corlett. "Let us realize the seriousness of this by keeping in mind that our automobile casualties in 1917 and 1918 were 427,000 and that American casualties in the World War for the same period were 317,387 and that in seven years the figures have more than doubled, for last year automobiles of this country killed 20,000 and injured 600,000.

**The most potent influence to deter the lawless from committing crimes and violating laws is the fear of punishment that is certain, adequate and impartially administered without fear or favor. Fear is a most impelling force, and the fear of the law is the beginning of good citizenship."**

Approaching the problem from a different angle in her address on "Safety From the Woman's Point of View," Mrs. George W. Plummer of Chicago this afternoon told the congress that a man does not necessarily become a Dr. Jekyll when he drives a car. Mrs. Plummer, who is chairman of the street and highway safety group of the General Federation of Women's Clubs at Chicago, offers three reasons for the increasing number of automobile accidents, as follows: first, the growing number of motor-driven vehicles; second, the speed mania of drivers and people in general; and third, the failure to educate adults and children to guard against accidents.

The speaker urged the co-operation of motor clubs, clergymen, teachers, writers and women everywhere in bringing about better safety conditions upon the highways of this country, largely through educational means.

## Citizens Demand Fireproof Tanks

(Special A. D. N. Washington Bureau.)

Washington, Sept. 29.—Alarmed by the series of gasoline tank fires which five times in the last year have threatened destruction to Rosslyn, Va., citizens of Arlington county today opened a vigorous fight to force oil companies to install fireproof tanks in compliance with the law.

Growing sentiment in the county against the alleged carelessness of the five oil companies there in neglecting to either moat or bury the oil tanks, was brought to a climax by the \$100,000 fire in the plant of the Crown Oil and Wax Company.

The first step in the fight was taken yesterday when a warrant was served on Samuel Himmel-farth, superintendent of the Penn Oil Company, charging him with the erection of ten oil tanks without securing permission from the Board of Supervisors.

### CARBURETOR FITTINGS

The Staynew Filter Corporation, Rochester, N. Y., now has special carburetor fittings for practically every make of car, including all the 1925 models of passenger cars, trucks and tractors. These are obtainable through 150 distributors located at central points throughout the United States. These distributors also carry enclosed hot air stoves with fittings. These stoves heat the air after filtration.

THIS MOTOR BUS is being used by the L. Bamberger & Co. store in Newark, N. J., to carry customers from the store's free parking space to the store itself, a distance of several blocks. This service has proved popular with patrons.



## OVERRULE AUTO CLUB 'AUTOCRATS'

### Debarred Co. Sues for Right to Enter Race; Club Control Wanes

By R. M. PETARD

(A. D. N. Staff Correspondent)  
Paris, Sept. 20 (By Mail).—Europeans have always been faithful observers of the decisions handed down by their clubs and official sporting bodies. To say that they have not had considerable merit in so doing would be stretching the truth.

Most European automobile clubs were founded between twenty and thirty years ago by enthusiastic men of the age when a man has acquired a competency but has still enough vim left to fervently adopt a new and fashionable sport, such as the automobile was at that time.

These men have now become what the younger and rather impatient generation qualifies as "moldy oldtimers." They could wisely resign their leadership, but they do not, and that explains many of the needlessly despotic as well as generally unsound rulings frequently put forward by the European clubs.

Similar men, and frequently the very same ones, are at the head of the trade associations. They have become the big bosses of the older established car manufacturing companies, and it is mere human nature that they should use, for what they believe to be the benefit of these companies, the influence given them by their position in the trade organizations.

This situation explains why European racing functions, for instance, have lost most of their patronage, except, perhaps, in Italy and Spain, where younger and more aggressive men are at the head.

That the industry is beginning to balk and may soon try to take the wheel out of the hands of the old-timers has recently been evidenced by a precedent set up in Belgium.

A Belgian firm, the F. N. Company, one of the leading and largest motorcycle industries in the country, had been barred from competitions for the balance of the year on a technicality.

Notwithstanding this decision of the Belgian club the F. N. Company sent in entry fees to participate in the Belgian Motorcycle Grand Prix that was to take place August 2. The club refused the entries. The F. N. Company stuck to its viewpoint that the club in barring it from competitions had arbitrarily applied unsound rulings and broke another of the club rules by going to court about it.

There was an explosion in club and industry circles. Never before had it been fancied that a maker, especially one as important as F. N., could create such a precedent. The courts decided that races having an evident commercial importance the club was not justified in barring any one from participating and that the F. N. Company should be allowed to enter its machines.

The club called off the race in order not to have to back down. This caused a general upheaval of the other entrants who claimed that, having incurred considerable expense to prepare special machines they were entitled to a race and meant to have it.

A race was announced under a different name for August 3, in-

## Bus Operators Hear Of New Federal Law

INDIANAPOLIS, Ind., Sept. 29.—Fred Bates Johnson, attorney for this city, startled members of the Indianapolis Motor Bus Association when he informed them this week at a meeting that a law is being quietly drawn in Washington, D. C., at the present time, purporting to regulate effectively bus and truck traffic in interstate transportation.

Rail transportation interests are charged with being the authors of the measure. Johnson warned the bus men that they must organize a national association to defeat this bill, just as the Indiana bus interests organized to oppose the Moorhead bill before the state Legisla-

Ralph Sanburn of Cleveland, president of the National Bus Association and president of the Ohio Motor Bus Owners' Association, who was present at the meeting here, strongly endorsed the suggestion for a strong national body in which every bus owner should hold membership. He invited the Indiana motor bus owners to join the national organization which was formed at a meeting in Chicago on June 17 last and with which 22 state organizations have affiliated.

Sanburn complimented the Indiana motor bus owners on their enterprise in the construction of the new bus terminal here and said that every city should have a modern bus station. M. E. Blackburn of Cleveland, vice-president of the Ohio Motor Bus Owners' Association, declared that the bus business is the biggest thing in the business world today for the man of limited capital. Fred I. Jones, president of the Indianapolis Bus Terminal Company, said the bus owners and operators had many problems in common, and should get together for their mutual protection against the traction interests.

Other speakers included Chester Lowrey of the Hoosier Stage Lines; W. E. Tracey, Duluth, Minn.; Ralph Dailey, Anderson, Ind.; R. A. Bogan, Hibbing, Minn.; Sam C. Hadden, secretary of the Indiana Highway and Motor Association; H. E. Jahns, La Porte, president of the Motor Bus Owners' Association of Indiana; and Robert L. Marsh, the latter serving as toastmaster at the banquet, served in connection with the gathering.

stead of August 2, the original date. The British contestants rose up to state that this, also, was contrary to their interests, as August 3 was a date set for other motorcycle races at Brooklands. The race was again suppressed, the Belgian contestants again protested.

The club finally gave in and announced for August 9 a Grand Prix to be run as though nothing had happened and in which the F. N. Company would be allowed to participate.

The race was run, the F. N. Company, satisfied with having won its point, keeping voluntarily out of it.

To the American reader this may look like a tempest in a teapot, but the matter has much more importance than appears at first sight.

It is the first serious crack in the wall of club dictatorship and

## MOTORISTS NEED ALCOHOL SUPPLY

### Government Estimates Winter Demand at High Figure

Special A. D. N. Washington Bureau  
Washington, D. C., Sept. 29—

The motorists of the United States are entitled to 32,443,836 gallons of alcohol during the coming winter. This is not a joke. This amount of alcohol will be dispensed to the owners of automobiles. That the report is true was vouched for today by the prohibition unit of the Treasury Department.

Government sleuths have made a study of the demands of zero weather and have come to the conclusion that it will take more than 32,000,000 gallons of "non-freeze solution," meaning, of course, denatured alcohol, to keep the radiators from freezing.

Distribution of alcohol by states follows:

Alabama	28,914
Arizona	70,991
Arkansas	989,545
California	533,117
Colorado	434,454
Connecticut	70,272
Delaware	133,143
District of Columbia	133,143
Florida	173,067
Georgia	2,238,472
Idaho	1,303,410
Illinois	1,540,320
Indiana	1,027,227
Iowa	344,706
Kansas	297,597
Kentucky	1,141,156
Louisiana	2,602,635
Maine	1,510,311
Maryland	1,081,000
Massachusetts	278,933
Michigan	771,787
Minnesota	64,354
Missouri	212,796
Mississippi	3,532,197
Montana	1,008,434
Nebraska	151,116
Nevada	293,265
New Hampshire	2,483,200
New Jersey	564,854
New Mexico	2,457,174
New York	270,304
North Carolina	152,947
North Dakota	104,200
Ohio	3,532,197
Oklahoma	204,680
Oregon	601,284
Pennsylvania	170,790
Rhode Island	2,483,200
South Carolina	152,947
South Dakota	369,304
Tennessee	322,917
Texas	476,836
Utah	1,313,052
Vermont	152,736
Virginia	322,917
Washington	1,313,052
West Virginia	322,917
Wisconsin	152,736
Wyoming	32,443,836

## INVENTOR TELLS OF AUTO GAUGE

Special from A. D. N. Detroit Bureau  
Detroit, Sept. 29.—Members of the Detroit Engineering Society had as their guests last week members of the Swedish Engineers. A joint meeting was held in honor of C. E. Johansson, inventor and maker of the precision gauges that bear his name.

Mr. Johansson is a precise man of the scientist type and is the head of the gauge department of the Ford Motor Company. In addressing the meeting, his recital of what he had undertaken and how he had accomplished it was given in a matter of fact manner.

The Johansson gauges measure almost incredibly minute variations and their manufacture in itself suggests a perfection of apparatus and its operation that impress even the engineer who deals with precision machinery and equipment as a matter of course.

Closeness of fit is, of course, a relative term, but when a few millionths of an inch determine whether or not two objects fit together, it must be admitted that the human limit of fineness has been approached if not reached. Mr. Johansson produced two gauges, one a plug gauge and the other a gauge of the micrometer type. He slid the plug gauge in between the jaws of the other gauge and the fit was so perfect that one gauge lifted the other when it was raised, yet it came easily free. Then the gaugemaster held the plug gauge tightly in his hand for a measured five seconds; now it would not slip in between the jaws. Exposure of the tight gauge to the heat of the hand for five seconds, however, produced a change that again made the fit perfect, and again the audience applauded.

He told the engineers that the change in dimensions produced by these brief exposures to body heat were between 20 and 25 millionths of an inch.

has given energy to those who felt impatience but lacked backbone.

Within the next year or so the clubs will have to adapt their methods to the wants of the majority of makers or else abandon their control. The last alternative would probably be worse than the present situation, as it probably would mean the sinking of the sport into utter disorder.

The situation is worth watching by those American makers who, desirous of getting their share of the business to be done in Europe, will have to participate more or less actively in the events organized in the Old World.

## S. D. STATE COMMISSION GRANTS 6 BUS CHARTERS

Pierre, S. D., Sept. 29.—Charters to operate bus lines were granted by the State Railroad Commission today to the Hewitt Transfer Company to operate between Mitchell and Corsica and between Stickney and Harrison. Wesley R. Holbrook was licensed to operate between Lemmon and Meadow, C. C. Clark to operate between Howard and Vilas, Mervin A. Young to operate between Platte and Chamberlain, Howard Lee to operate between Chamberlain and Winner, and J. G. Shearer between Mitchell and Belmont.

## PRESIDENT STUTZ MOTOR VISITS CHICAGO BRANCH

Chicago, Sept. 29.—F. E. Moskovics, president of the Stutz Motor Car Company of America, Inc., was the guest of honor at a dinner given by members of the Chicago organization at the Metropole Hotel last week. Mr. Moskovics spoke on Stutz plans for the future. F. D. Cerf, manager of the Chicago branch, acted as toastmaster. He stated the last year had been the most successful in the history of Stutz in this territory.

### MORE PACKARDS FOR FLA.

Jacksonville, Fla., Sept. 29.—James D. Palmer, president of the Packard Florida Motors Company, state distributors for Packards, has returned to Jacksonville following a trip to the Detroit factory where he was promised an increase in the allotment of Packards for this territory. The Florida quota for Packard will be increased 10 per cent. this month and 15 per cent. during October.

# Meets City Competition by Service Appeal

## Suburban Dealer Stresses Adequate Facilities

**H**OW can the car dealer located in a town near a large city persuade prospective purchasers to buy from him rather than from the large metropolitan distributor?

The answer is Service, says A. E. Gustafson, Flint dealer, Montclair, N. J., a town located within commuting distance of New York city. He explains in this way how he has combated the tendency to trade in the nearby metropolis:

"In order to persuade the residents of Montclair to purchase their cars at home and not out of town, that is, in the nearby large city, I came to the conclusion that this prejudice, if it can be called such, could only be overcome by consistent and steady advertising. This, I fully realized, meant the expenditure of much money, but it seemed to me to be the only solution of the problem.

"My territory consists of a population of approximately 30,000 people, with about 5,000 car owners, yet it has a name of being one of the wealthiest towns per capita in the country. Knowing this, and also being aware of the fact that there are at least a dozen other dealers in town all striving for business, I decided to invest the price of a car in an advertising and publicity campaign, and await results.

"I limited my field of operation to about 1,500 potential car buyers. Instead of picking these names of prospective purchasers at random, or from the telephone book, I secured them from a reliable mailing list bureau, which makes a specialty of this type of work.

"Luckily for me, I had on my sales staff a man who had had some experience as a publicity man, and so, between the two of us, we compiled what we thought was a good, result-producing sales letter, emphasizing SERVICE, and over which we spent much time and trouble, but for which, as it turned out, we were well paid.

"This was sent out to the entire mailing list. The gist of the letter impressed upon the minds of those to whom it was addressed the outstanding fact that we would and could render just as efficient and more intimate service to the car owner than he could receive in the large city.

"Replies to the letter began to filter in, slowly at first, to be sure, but by the end of the week it was nothing unusual to find a dozen or more replies in my daily mail. I found that many persons right here in Montclair had been buying their cars out of town for no other reason than that they were under the impression that we could not give them service as they understood the word.

"This proved to me that I was on the right track. From that time on not a day passes that I do not expound SERVICE for all that it is worth, through the medium of newspaper advertising, sales letters and personal contact calls. On each and every piece of mail or literature that leaves my office I stress the fact that 'Gustafson Sells Service' as well as cars.

"As a result, many sales which otherwise would have gone to the dealer located in New York have come to me; sales which can directly be traced to my 'Service Sales Letter.' Selling Service, therefore, solved the problem for me of persuading the inhabitants to buy their cars at home."

### AUTO SHOW ON STREET

Hundreds of persons viewed the latest car model when Butler, Pa., dealers staged a show recently on Main Street for a distance of six blocks. The show was considered an effective bit of advertising and the street was closed to vehicular traffic during the evening.

There are hundreds of dealers in suburban towns who are faced with the problem of getting prospects to buy their cars locally instead of in the nearby city. By stressing his service facilities, a Montclair, N. J., dealer is meeting this situation successfully. Read how he does it.

### Takes Prospects Through Plant

Personally conducted tours through the plant of the Nash Motors Company, Kenosha, Wis., are offered to patrons of the Greiner-Nash Company, which is also located at Kenosha. Nash car prospects are driven out to the plant from the salesroom and shown the most important processes. They are introduced to Charles W. Nash, president of the company, and other officials, and are thereby given an opportunity to meet in person the spirit as well as the facilities behind the Nash car.

According to George W. Greiner, president of the company, the tour gives present Nash owners a better conception of what is in their car and how it is made, and it has paved the way for many a prospect. The invitation is general, and the visitor is placed under no obligation for the service. The crowds assemble at the offices of the company on Tuesday afternoons, and there have been checked as many as sixty persons on a single trip.

### Teaches Tractor Salesmen

TRACTORS on Texas farms will be a far more common sight next spring than they were last, if plans laid by the Dallas branch of the Ford Motor Company bear the fruit that is expected. Two major factors govern the campaign that has been inaugurated. They are: Teach the farmer how to use his tractor to the best advantage and make it easier for him to own it, together with the necessary farm implements.

To lay the groundwork for the educational program, tractor salesmen from the establishments of every Ford dealer in the Dallas territory were called to the Dallas branch for a three-day course of instruction in the operation of the Fordson with the accompanying implements. The 500 salesmen taking the course were divided into four classes spread over the first two weeks in September.

#### Factory Experts There

The tractor school was arranged by the Ferris-Dunlap Equipment Company, distributors of Fordson equipment in the Dallas territory, with the co-operation of the manufacturers of the various implements and devices who sent experts from the factories to conduct the demonstrations.

A large tract of vacant land was set aside for the demonstrations. Here the student salesmen, garbed in overalls and straw hats, were taught to farm with a tractor in order that they might return to their homes better equipped to help their customers. But the instruction work was not confined entirely to agricultural pursuits, as the salesmen were also initiated into the proper use of the power unit in building roads when equipped with appliances.

Some of the uses demonstrated and the appliances were: Trailmobile, White hoist, wood saw, Ohio concrete mixer, American well pump, New Racine thresher, Atlas & Perry's Fresno, Miami scraper, full-crawler and Baker back filler, Martin ditcher and full-crawler, Oliver side plow, Oliver disc plow, Oliver harrow, Oliver planter, Amsco cultivator with Atlas extension axles, Wehr grader, Gallon Jr. road roller, Detroit mower with W. & K. golf course wheels and Dorsey stump puller.

### Tidewater Opens Its First Station



TIDEWATER OIL SALES CORPORATION has just opened its first service station, pictured here. It is located on North Broad Street, Elizabeth, N. J., and offers complete facilities to the car owner. The attractive building is of Tudor architecture and built of buff-colored stucco on a brick foundation. With the many-hued shingles on its eaved roof, and an interior finished in burnt orange, it presents a colorful appearance. Its facilities include electric gas pumps, automatic air scale and hydraulic drain rack, with pipe connections. President A. J. Byles, sales manager F. B. Vanderhoef and other officials of the company attended the opening.

### Little Stories About Men You Know

#### Rudolph Hokanson

RUDOLPH HOKANSON, distributor of Nash and Ajax cars, Milwaukee, has handled Nash-built cars ever since 1909, when C. W. Nash left the vehicle industry to engage in the manufacture of automobiles.

In 1916, when Mr. Nash resigned from the presidency of General Motors, came to Wisconsin and organized the Nash Motors Company. Hokanson was among the first distributors to be given a contract.

Established on a sound basis, the business grew, and as production in the Nash plants increased the Milwaukee representation also expanded, as illustrated by the fact that the company



Rudolph Hokanson

during the last twelve months did a business of more than \$5,000,000 in its territory.

Hokanson has recently formed a new corporation to distribute Nash products in Wisconsin, upper Michigan and part of Minnesota. It is called Nash Sales, Inc., and is capitalized at \$500,000.

He is president, M. W. Libhart vice-president, and E. J. Thelen, secretary. In the forming of this new concern from the Nash Sales Company, Hokanson took over the holdings of George P. Miller, who had been long associated with him in the old company.

The new concern is represented in Milwaukee by eighteen dealers, and in Wisconsin and upper Michigan by 155. In addition to his extensive business interests, Hokanson is a noted sportsman, with a particular leaning for golf.

### Parts for Many Cars Are Made in Rome, N. Y.

THE big manufacturing plants of Rome, N. Y., produce more than \$5,000,000 worth of automobile parts annually.

Last year the Rome Wire Company, alone shipped more than 10,000,000 pounds of copper wire to automobile manufacturers. The Rome Brass and Copper Company produces great quantities of car parts, the Rome Manufacturing Company supplies steel tubing for many of the leading makes of cars, more than a million pounds of magnet wire was supplied the auto industry last year by the Rome Electrical Company and the Rome Turney Radiator Company has been making a high grade auto radiator since 1905, when their product was used on the E. R. Thomas "round-the-world car."

The tubing department of the Rome Manufacturing Company fabricates annually 20,000,000 feet of steel and brass-covered steel tubing. About 12,000,000 pounds of steel strip and sheets are used in the making. This tubing is used for headlight tie rods, oil tubes, gas tank filler pipes, exhaust tubes, carburetor inlet and outlet tubes, hot air intake pipes, pump drive shafts, muffler pipes, radiator inlet and outlet tubes, breather tubes, wheel housings, oil gauge floats, guides, taximeter shafts, throttle levers, spark levers, steering column casings, robe rails, foot rails and so forth.

Rome steel tubing goes directly into such cars as Buick, Hudson, Studebaker, Maxwell, Franklin, Chevrolet, Durant, Essex and Overland. It is used by large accessory firms such as the Bossert Corporation, Utica; Ohmer Fare Register Company, Dayton, O.; A. C. Spark Plug Company, Flint, Mich.; the Fitzsimmons Manufacturing Company and Gemmer Manufacturing Company of Detroit.

Indirectly Rome steel tubing goes into such cars as Cole, Chrysler, Jewett, Paige, Jordan, Mercer, Nash, Peerless, Pierce-Arrow, Stutz and Rickenbacker.

In the manufacture of steel tubing for automobiles by the Rome Manufacturing Company, flat bands in strips or coils are first formed between rolls to the desired size or shape and the edges are then either locked together, forming a tube with a visible joint, or are fused together by oxy-acetylene or elec-

This is the first of a series giving glimpses of important centers of automotive manufacturing activity. Read this interesting account of the part played by Rome, N. Y., industries in the manufacture of parts for cars.

tricity, making a tube practically seamless.

Like all of the arts, the manufacture of steel tubing is making rapid progress and from small machines welding a few feet per minute the advance is toward giant electrical machines rolling and welding at the rate of from 70 to 120 feet a minute. Complete tubing is produced almost as rapidly as the steel can be fed to and taken away from the machines.

### EXHIBITS FORD PARTS MADE LOCALLY

The Hall Motor Company, Ford dealer, Rockford, Ill., displayed a series of parts for Ford cars manufactured in Rockford, and demonstrated to local people the manner in which the home town industries are helping make possible the production in the plant.

The Ingersoll Milling Machine Company, makers of factory machines; the Rockford Malleable Iron Company, producing castings at the rate of 1,200 a month, and the Barber-Colman Company, which contributes machines, are pictured in the display.

The Rockford Metal Specialty Company makes 500,000 hub caps annually for the Ford car; the National Lock Company, bolts, and Greenlees, machines used in the Ford plant.

### WHISTLES TELL OF SALES

The Jack Neal Nash Company of San Antonio, Tex., have an interesting way of announcing their sales of new cars. People living in the vicinity of their sales and service station have been puzzled by the blowing of a shrill blast every little while. Investigation brought out that every time a new car is sold the office force blows a whistle. The sales force hopes to be able to "keep 'er tooting" for the rest of the year.

# Personal Paragraphs

**Springfield, Ill.**, Sept. 29.—Ralph Baker of the firm of Baker & Owen, local Franklin representatives, and Miss Helen Smith of this city were married recently. Mr. Baker is a graduate of the University of Illinois, while his bride attended Lindenwood College, St. Charles, Mo. The couple left on a motor trip which will take them through New York, Long Island, Massachusetts and Quebec and other Canadian points. They will reside in Springfield when they return.

**San Francisco**, Sept. 29 (U. P. T. S.)—E. W. Milburn, manager of the Greer-Robins Company, Automobile distributors, and president of the Down Town Association of San Francisco, is making a business trip to the East.

**Oakland, Cal.**, Sept. 29.—Charles Hebrank, member of the firm of Hebrank, Hunter & Peacock, Chandler, Cleveland and Hupmobile dealers here, will return October 1 from a tour during which he is visiting the factories of the automobile he represents.

**St. Louis**, Sept. 29.—R. J. Smith, who is well known on Auto Row here, has become manager of the St. Louis Durant Company, 3205 Locust Boulevard, which is the Durant factory branch for retailing Star and Durant cars in this city.

**San Francisco**, Sept. 29 (U. P. S.)—A. D. Plughoff, general manager for J. W. Leavitt & Co., has returned here from a visit to Sacramento and other northern California cities, where he met with Oldsmobile and Peerless dealers. He says he found business in excellent condition.

**Chicago**, Sept. 29.—James H. Roddy and Charles Werner have been appointed joint managers of the new Locomobile branch at 6158 Cottage Grove Ave.

**Oakland, Cal.**, Sept. 29.—Roy C. Williams has been appointed manager of the service department of the Lawrence-Rand Motor Company, Lincoln dealers here.

**Chicago**, Sept. 29.—A. H. Gibbons has joined the sales staff of the Chicago branch of the White Company. He returns to the automobile field after an absence of two years, during which time he was identified with the oil-burning industry.

**Syracuse, N. Y.**, Sept. 29.—William J. Gleason, formerly of the Dunn-Gleason Motor Car Company, Hudson-Essex dealers at Eastwood, N. Y., has opened a used car busi-

## Improvements

**Glendale, Cal.**, Sept. 29.—The new home of the Packer Motor Company, Inc., at Colorado and Central Avenues, has been opened. With the ground it represents an investment of \$135,000. It is a one-story structure with a mezzanine and is of Spanish type architecture. It has a floor space of 22,000 square feet. Two salesrooms have been provided, one for new cars and one for used cars.

**White Plains, N. Y.**, Sept. 29.—Rice Brothers of New York city, who last week purchased the Overland business of the Bentley Motor Sales Company, will move into a new showroom at 21-23 Mamaroneck Ave., this city, on or about October 1.

## Fire Losses

**Beaver Falls, Pa.**, Sept. 29.—Fire in the Ballard Storage Battery Company here did damage estimated at \$25,000.

## Out on the Coast

By John C. Webmore

**Los Angeles**, Sept. 29.—California motor car



merchants wound up two-thirds of 1925 with a prosperous summer that raised the total of the first eight months of the year well above the corresponding period of 1924. Up to April, when the turn in the tide came with a 9 per cent. gain over April, 1924, business was far behind that of last year. Then came gains of 23 per cent. in May, 22 in June, 34 in July and 24 in August in new passenger car registrations until the tally reached 131,043 to 120,740, an 8.5 gain in favor of 1925.

During these eight months there have been many swings in the automobile market pendulum. Some makes showed phenomenal sales gains, which in some cases threw a monkey wrench into the merchandizing machinery of powerful competitors. The losses, however, of some makes, like Ford, Overland and Olds, for instance, were largely due to the non-receipt of new models in time to take advantage of the big spring and summer buying. Ford has been a particularly bad sufferer in this respect in the past two months. Some gains, though, have been phenomenal and at the great expense of formidable rivals in the same competitive class.

By way of furnishing the full figures for study and discussion the registration record of the makes scoring more than 1,000 sales in California during the first eight months of 1925 are here set forth:

	Sales 8 Mos.	Gain or Loss.	P.C.
Ford	33,746	5,635 Loss	14
Chevrolet	19,385	1,570 Gain	8
Dodge Bros.	9,910	936 Gain	10
Star	8,720	3,188 Gain	57
Essex	7,682	5,235 Gain	220
Buick	6,941	1,220 Gain	21
Studebaker	6,695	105 Gain	1
Fordson	6,531	4,360 Gain	200
Nash	3,362	1,348 Gain	66
Overland	2,840	615 Loss	17
Chrysler	2,788	1,660 Gain	147
Jewett	2,787	70 Gain	2
Maxwell	2,213	45 Gain	2
Willys-Knight	2,064	20 Loss	1
Oakland	1,742	742 Loss	29
Oldsmobile	1,562	146 Loss	7
Packard	1,481	437 Gain	42
Hupmobile	1,368	190 Gain	16
Cadillac	1,037	94 Loss	16

	Sales 8 Mos.	Gain or Loss.	P.C.
Hudson	30,667	3,356 Gain	12
Hudson-Essex	14,223	9,670 Gain	211
Durant-Motors	9,598	2,798 Gain	41
Willys-Overland	4,904	625 Loss	12
Maxwell-Chrysler	4,901	1,608 Gain	48
Paige-Detroit	2,953	16 Loss	20
Chandler-Cleveland	1,512	624 Loss	20

Figures of the business that has been done in the aggregate by makers building more than one name model may also be found valuable and interesting. These totals quoted below are also from Motor Registration News reports of new passenger car licenses issued in California up to the end of August:

	Sales.	Gain or Loss.	Per Cent.
General Motors	30,667	3,356 Gain	12

Hudson-Essex 14,223 9,670 Gain 211

Durant-Motors 9,598 2,798 Gain 41

Willys-Overland 4,904 625 Loss 12

Maxwell-Chrysler 4,901 1,608 Gain 48

Paige-Detroit 2,953 16 Loss 20

Chandler-Cleveland 1,512 624 Loss 20

In the above summary General Motors embraces Chevrolet, Buick, Oakland, Oldsmobile and Cadillac; Durant Motors includes Star, Flint and Durant; Willys-Overland embraces Overland and Willys-Knight and Paige-Detroit is made up of Paige and Jewett.

Statistics of California's new passenger cars during the first eight months of 1925 would be incomplete without figures of what has been done in the Golden State in the high-priced car line. Registrations of eight makes reached three figures, as follows:

	Sales.	Gain or Loss.	Per Cent.
Packard	1,481	437 Gain	42

Cadillac 1,037 204 Loss 16

Lincoln 415 75 Gain 22

Marmon 381 114 Gain 41

Franklin 346 50 Gain 16

Jordan 265 73 Loss 18

Pierce-Arrow 267 196 Gain 321

Peerless 237 108 Loss 31

It is to be noted that the totals for Packard and Pierce-Arrow include in each case a lower priced model and that Peerless has been handicapped by some of its large clientele holding off buying, awaiting the coming of a new lower-priced model.

The Edwards Merritt Company, Chrysler representative, has opened a new salesroom in East San Diego with Leonard Roberts in charge of the service department.

**Genoa, Ill.**, Sept. 29.—E. W. Lingren has taken the Hudson-Essex contract for this territory.

**St. Louis**, Sept. 29 (U. T. P. S.)—

## Classified Advertising

A SMALL "want-ad" in these classified columns will help you get what you want at least expense and bother to yourself, and in the shortest possible time.

You can now, for the first time in the history of the industry, send your classified advertisement overnight to thousands of automotive trade prospects—with no waste circulation.

**Don't wait weeks for results**—take the "short-cut" to the men you want to reach. Follow the path of least expense and least worry.

Put your message in words and let AUTOMOTIVE DAILY NEWS be your biggest salesman.

### CLASSIFIED RATES

Sc a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free.

If 12 consecutive insertions are used, the 11th and 12th inser-

tions are free. Minimum classified advertisement accepted, 12

words; if display type is used, 18 words. Maximum, as much as

you like. Correct amount must accompany order or advertise-

ment will not be inserted. Send cash, check, or money order to

AUTOMOTIVE DAILY NEWS, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

INCREASED loyalty, renewed ambition and greater pride in service from your men will result if they can qualify and receive the recognition as a certified service man; full information gladly furnished. Address Certified Service Men's Association, 224 East Market St., Greensboro, N. C.

HERE'S an idea for some live service station: Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 6¢ a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. 19, Automotive Daily News.

### EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

### MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

### PATENTS

PATENTS and trademark matters. Geo. A. Senior, 53 Park place, New York city.

### PARTS

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purpose. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

### SITUATION WANTED—MALE

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

## DEALER DOINGS

**New Orleans**, Sept. 29.—The New Orleans Buick Company has established a branch at 635 North Rampart St., thereby gaining closer contact for sales and service with the downtown section. Waring Hamilton, for two years sales manager for the company, has been made branch manager and salesmen at the main office now work under the direction of T. J. Fontenelle, vice-president.

**Birmingham, Ala.**, Sept. 29.—The Jordan Motor Company, handling Oldsmobile cars here, has moved to 215 South 21st St.

**Chicago**, Sept. 29.—The Boone Motor Company, South Side Ford dealer, observed its first birthday recently. W. J. Boone is the president.

**Trenton, N. J.**, Sept. 29.—Harry C. Woods has taken over the Star franchise here, with showrooms on West Hanover St., adjacent to Mr. Woods' Hanover Garage.

**Richmond, Ind.**, Sept. 29.—The Moon Motor Car Company of St. Louis has appointed the Wayne County Motor Sales Company of this city to represent the former here in the sales of Moon Sixes and the Diana Straight Eight. It has been announced by Roy Campbell, manager of the Wayne county concern.

**San Diego**, Sept. 29.—The Edwards Merritt Company, Chrysler representative, has opened a new salesroom in East San Diego with Leonard Roberts in charge of the service department.

**Genoa, Ill.**, Sept. 29.—E. W. Lingren has taken the Hudson-Essex contract for this territory.

**Healdsburg, Calif.**, Sept. 29 (U. T. P. S.)—Ben W. Vaughan has been appointed the Buick and Cadillac representative in Healdsburg and vicinity. His territory includes Geyserville and Cloverdale. His headquarters are at the Standard Machine Works in this city.

**Fargo, N. D.**, Sept. 29 (U. T. P. S.)—The Chevrolet franchise here has been taken over by the Conklin Chevrolet Company and the latest shop equipment has been installed.

**Long Beach, Calif.**, Sept. 29.—The Beach Motor Company of this city has been appointed a dealer for the Gardner motor car. It will be located at 557 East Anaheim St.

T. U. Gibson and H. E. Kuhfus are the members of the firm. A repair shop will be run in conjunction with their sales business.